

Founding Convention
Centre for Investigative Journalism
Special eight-page report

Content

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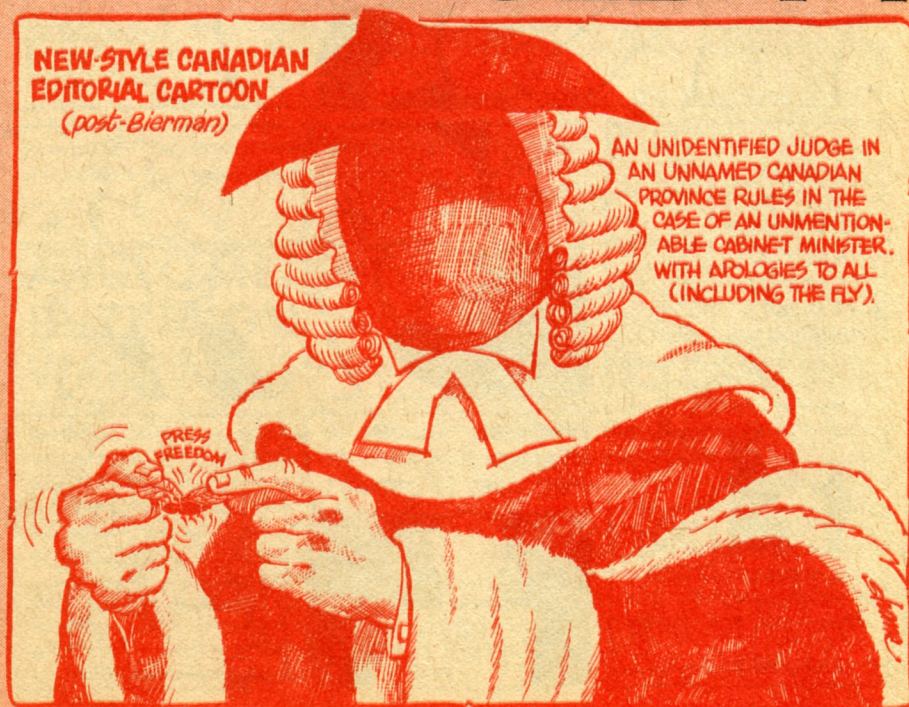
Bob Bierman/The Times, Victoria



**OUT
WITH
THE
OLD . . .**

**. . . IN
WITH
THE
NEW**

NEW-STYLE CANADIAN
EDITORIAL CARTOON
(post-Bierman)



AN UNIDENTIFIED JUDGE IN
AN UNNAMED CANADIAN
PROVINCE RULES IN THE
CASE OF AN UNMENTION-
ABLE CABINET MINISTER.
WITH APOLOGIES TO ALL
(INCLUDING THE FLY).

George Shains / Content

Notice Board

March 1: Deadline for submissions to be considered for the first annual Lowell Mellett Award for Improving Journalism through Critical Evaluation. The award is intended to recognize distinguished contributions to the improvement of both print and broadcast journalism by means of responsible analysis and/or critical evaluation. Entries to The Mellett Fund for a Free and Responsible Press, Suite 835, 1125 15th Street N.W., Washington, D.C. 20005, U.S.A.

March 1-3: Ontario Weekly Newspapers Association annual convention, Hotel Toronto, Toronto.

March 4-7: National Readership Symposium sponsored by the CDNPA to explore the apparent decline of reading and writing skills in Canada. Hotel Toronto, Contact Diane MacLean or Dick MacDonald at (416) 923-3567.

March 17: LEGAL PITFALLS IN EVERYDAY JOURNALISM, a 9-am-to-4:30-pm seminar with panels and question-and-answer sessions, at the

Plaza Hotel, Edmonton. For more information call (403) 423-5678.

March 21: Resolved: that the print medium fails to tell its own story. News forum, 8 P.M., at the Toronto Press Club, 73 Richmond Street West, 3rd floor, Toronto. For further information, call Carolyn Purden at 924-9192, ext. 307.

March 31: Deadline for National Press Club Scholarship. Three scholarships, worth a minimum of \$500, are open to journalism students in final year or students in one-year program. Send applications to Bill Wilson, National Press Club, 150 Wellington Street, Ottawa.

April 1: Deadline for submission of papers to be read at the annual convention of the Association for Education in Journalism. Submit four copies to Prof. Peter Johansen, School of Journalism, Carleton University, Ottawa, Ont. K1S 5B6 (613) 234-5530.

content

Established 1970

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RUMOUR FALSE, B.C. STRIKE NO TEA PARTY

VANCOUVER — No, the striking pressmen in Vancouver are *not* doing just fine thank you.

That's the answer to a rumour that has spread much discontent among members of some of the other unions on strike against *The Vancouver Sun* and *Province*.

Rumour has it that the pressmen, many very senior, had simply gone to other print shops during the four-month strike, pulling rank and ousting keen younger men. Result — said the rumour — was that the printers were gleefully willing to stay on strike till kingdom come, meanwhile taking home \$400 a week.

Truth of the matter is, pressmen only have their seniority within the shop they are in . . . when they apply elsewhere, they start at the bottom of the ladder, if they are hired at all.

An overly zealous Pressman's Union spokesman refused to outline the procedure to *Content*, as there was a news blackout on negotiations, but other industry sources confirmed that all union shops had been informed they could hire only through the union and the few strikers lucky enough to be hired had to pay a substantial percentage into the strike fund. — Nick Russell.

REPORTER GOES OUT ON LIMB AS PUBLISHER EYEBALLS SAW

VANCOUVER — When a contempt of court citation is threatened, a reporter tends to look nervously at the publisher looking for support.

When Wendy Fitzgibbons, editor of *Powell River News* and *Town Crier* ran into a demand that she reveal sources, she did not get the unequivocal support from management she wanted.

But the situation was far from clearcut.

Fitzgibbons had written a story in the *Town Crier* in September, reporting a claim that a ferry captain was absent from the bridge when an accident occurred. "Says who?" she was asked at a subsequent hearing held by an arbitrator in a dispute between the Corp. and the ferry workers' union.

She refused to tell and the arbitrator had no power to force her . . . so he asked the B.C. Court of Appeal to order her to tell all.

No ruling had been made at press time, but that is almost irrelevant.

Fitzgibbons took the simple view that reporters should never reveal sources and she would rather go to jail than tell. News stories

then reported that the publisher had refused to support her.

"That's completely incorrect," maintained Martin Eva, Winnipeg-based president of Westpres Publications, which owns the paper.

"We have told her we would like very much to support her," he told *Content* in an expensive long-distance phone call . . . "We have offered her not just a lawyer, but *any* lawyer."

The problem, he said, was that the company would support her right through an appeal, if necessary, but eventually, if she were ordered to reveal, he felt she should then do as ordered.

"We strongly disagree with any court attempt to force this kind of disclosure . . . that's why I want very much to be involved in the fight against this. But the company cannot assume a position of not upholding the law," he said.

Eva said that a paper plays an important leadership role in a small community and therefore had a social responsibility not to seem to advocate breaking the law.

"If the court insists on disclosure, then she will have to disclose . . . The company accepts that, if it cannot be further appealed, then it must be abided by."

What about good old journalistic credibility with sources?

"While nobody wants to violate a confidence, if you are ordered to by a court, it certainly takes away the stigma of lack of integrity," he replied.

Eva said it was a catch-22 situation for the paper because of the refusal to reveal sources, some people in the community were already saying the story was made up and in such situations there was a danger of journalists wanting to become martyrs. — Nick Russell.

Nick Russell coordinates the Vancouver Community College journalism program and is Content's West Coast contributing editor.

ANGLO MEDIA BUZZ FROM WASP NEST?

MONTREAL — The English-language news media in Quebec have failed to convey an accurate picture of Quebec society and of its English-speaking minority. And, by continuing to defend federalism from a reactionary point-of-view, they have fallen into a trap set by the independentists.

These were the major conclusions reached during a discussion of Quebec's English-language media sponsored here Dec. 10 by anglophone members of the *Fédération professionnelle des journalistes du Québec*.

The purpose of the event was not simply to hurl accusations at the anglophone media. Rather, the discussion was intended to evaluate the performance and function of the English-language media in Quebec society.

Invited as guest panelists were two MNAs, Reed Scowen (Liberal — Notre-Dame-de-Grâce) and Gérard Godin (PQ — Mercier), and two representatives of ethnic communities, David Rome, archivist for the Canadian Jewish Congress, and Antonio Sciasia, publisher of Montreal's Italian daily, *Il Ponte*. Each of the four in his own way criticized the English-language media for failing to do their job properly.

Rome said that, although the quality of the media in Montreal is good, there is still a need for journalists to communicate the real history of Quebec to anglophones. The media must make them aware of their situation as a minority and stop speaking only for a small group of Anglo-Saxons within the English-speaking minority.

Sciasia accused the English-language media of manufacturing an unwarranted atmosphere of fear in Quebec and exploiting the Italian community to sow confusion.

But, according to Godin, the anglophone dailies have come a long way from the time when they portrayed Camille Laurin, Quebec's minister of state for cultural development, as a Nazi. He added that the government's policies towards the anglophone minority will be unbiased only when the French-language media begin to pay more attention to anglophone realities.

So the problem works both ways. As Scowen observed, René Lévesque attacks the English-language media and Pierre Trudeau attacks *Radio-Canada*, but the only question being asked is whether an anglophone MNA who reads the English-language press is well-informed.

Surprisingly, the anglophone journalists present agreed that there is a real problem. They tried to explain — Don MacPherson of the *CBC*, for one — the especially difficult situation they face: technical problems of the profession, insecurity about their own and the country's future and subtleties of language in a French-speaking society with which they are not completely familiar.

They went on to show how, despite the best of intentions, perceptions can be distorted by social conditioning and linguistic differences. If there is a difference between the attitudes of anglophone and francophone journalists, said Gretta Chambers, it is not because of some plot, but because of these different perceptions. — Jean-François Lépine/K.P.

Jean-François Lépine is Radio-Canada's legislative reporter in Quebec City. This article is translated with permission from Le "30," the monthly publication of the Fédération professionnelle des journalistes du Québec.

(More LEDE COPY, P. 18)

CIJ CAULDRON YIELDS A HEADY BREW

By STEPHEN OVERBURY & BARRIE ZWICKER

IN THE NUMBER AND QUALITY of the participants, the contacts made and information exchanged, in the promise of contributing toward improving Canadian journalism, it was a success.

The founding meeting of the Centre for Investigative Journalism in Montreal Jan. 19 - 21 attracted 345 — three times the number expected — and from every province and territory.

The adroit planning of the core group of journalists, mostly from Montreal and Toronto, and the support of the host body, the 10-year-old Fédération professionnelle des journalistes du Québec, were instrumental in setting the scene for success.

The energy and contributions, especially from the floor, of those from outside the Toronto-Montreal corridor played an important part in the success of every session.

Work to establish the CIJ began last April 22; the founding advisory board was composed of eight journalists from Toronto, Montreal and Vancouver.

The aim is to encourage more investigative reporting, reduce the isolation of those engaged in it and improve it through the exchange of information, sources and techniques. Finding funds to support investigative journalism directly is another aim.

One of the benefits of such a gathering is the opportunity to question some "truths" that otherwise would be accepted with little demur.

The trend toward "soft," "light" or "feature" journalism is widely accepted, for instance, if not universally admired. Furthermore, the trend is widely assumed to be based on careful readership surveys and, therefore, to represent "what the people want."

But have those surveys shown "the people" don't want investigative journalism? Where are the tabulations which would prove that?

One participant in the CIJ conference noted he'd seen results of four readership surveys: all showed respondents "were interested in their lives and their concerns. That does not mean anti-investigative. Waste of tax dollars affects their lives and concerns. I just don't see the conflict between these surveys and investigative reporting."

That was Steve Lovelady, a managing editor at the *Philadelphia Inquirer*, which has won four Pulitzer Prizes in four years, three of them for investigative reporting. During that time, the *Inquirer* increased its daily circulation by 130,000 to 425,000 and went from a loss to a profit.

There's other evidence that some kind of con job demphasizing if not denigrating investigative journalism in favour of fluff has gathered steam in the collective cons-



Content photo

"MAD PROPHET OF THE AIRWAVES"? In full sail, Gerry McAuliffe of *Global Television* news has his say as other journalists line up for a turn at the microphone and a chance to address their colleagues during the CIJ convention.

ciousness of Canadian journalism without being sufficiently questioned.

It suits a lot of nervous nellys, whose commitment to journalism may be shaky to begin with, at a time when people need to understand their world more than ever before.

Washington Post reporter Morton Mintz told the CIJ conference a Minneapolis newspaper got an incredible 91 per cent readership recall on an investigative piece about the quality of hamburger meat.

Mintz goes further than most. He believes newspapers will go down the tube eventually if they don't pursue their investigative mandate.

The trend is established. Canadian Daily Newspaper Publishers Association surveys carried out in 1962 and 1976 show that people are reading dailies less often and finding them less important than they used to. In 1962, 37 per cent of respondents said they would be "lost" without a newspaper; in 1976 the figure was 26 per cent.

More funds than any conceivable number of \$25 memberships can provide will be needed to maintain the Centre effectively for even a year. Pure volunteerism is a frail foundation for most organizations that want to accomplish anything tangible.

The hard workers in CIJ will be, as with any organization, about 10 per cent of the total membership. While the bloom is still on this important rose of Canadian journalism, it is to be hoped fund-raising will be thoroughly entrenched as Priority Number One. — B.Z.

Consumer News

“Editors tend to be middle-class, affluent, comfortable. What they want to do is use you to be their buying agent.” — Ellen Roseman, *The Globe and Mail*, Toronto.

THE CONSUMER REPORTER as unwitting buying agent for the editor?

Ellen Roseman, consumer reporter for *The Globe and Mail*, had the nerve to bring out this little-talked-about problem during a panel discussion on consumer reporting.

“First of all, editors tend to be very middle-class; they’re affluent, they’re comfortable. The kind of consumer stories they’re interested in, in many cases, are about expensive products and what they want to do is use you, in effect, to be their buying agent.

“You know, I’ve had them say ‘Let’s do a story about microwave ovens,’ but what they want to know is ‘What brand of microwave oven should I buy?’ What’s the best...so they can go out and make a buying decision of their own, and this is a tendency that really has to be avoided.”

Consumer reporters also have problems with editors who get nervous at the naming - names kind of copy that is part of the consumer beat. It was Roseman who pointed out that a large corporation such as Air Canada is a “great target...they won’t sue” but, when it comes to local firms, “they tell you there’s no need to name names.”

Deciding what is legitimate grist for the consumer reporter’s mill is a difficult problem because everyone is a consumer and because the price, value and safety of goods and services is affected by a wide range of bodies, regulations, people and events.

“You could look on the sports pages as consumer pages too,” noted Vancouver freelancer Allan Garr, “one of the most corrupt going.” Entertainment reporters are the most bought off, Garr claimed. “Jock or rock reporters get free parking, no ticket cost, get drunk, snort heroin. It puts a certain glow on your copy.”

During a discussion of which sources consumer reporters can turn to, David Schatzky, host of *CBL’s Metro Morning* in Toronto, suggested he might not trust automotive critic Phil Edmonston “any more than the public relations man for Ford.”

Roseman said the “cost effectiveness of

consumer groups has been shown.”

Roseman added that, although business interests, through advertising, “have lots of opportunity to put their point of view, day after day” against “the news, which disappears right away,” she tries to find both sides in consumer stories.

“The business side will bring up points the consumer or government sides haven’t brought up.”

Panelist and *Washington Post* reporter Morton Mintz said he does not defend “an advocacy position. I don’t want to oppose Bell Tel. I want to write news. But I’d like to see some editorials questioning Bell Tel.”

Several speakers noted the kind of consumer reporting that tells “where they make the best daiquiris in town or where to pick up chicks” generates advertising, whereas reporting about unsafe products doesn’t.

Mintz said powerful interests “have easy and natural access to the publisher. A call from the president of AT&T is taken. Suddenly you’re being bitched at. You have to be able to show you’re independent and fair, not flacking for any consumer group.”

— B.Z.

The Police

“If you feel you have nothing to hide in your background, you’re liars.” — Gerry McAuliffe, *Global TV*, Toronto.

THERE WAS A telling anecdote to be gleaned at the “Policing the Police” workshop. The moderator, Jean-Claude Leclerc of *Le Devoir*, asked if anyone had taped the first half of the discussion. Apparently the official tape recorder backfired. *The Globe and Mail’s* boisterous Richard Cléroux yelled from the audience: “Try the RCMP.”

The three-day gathering aired enough testimonies on police interference (blackmail, wiretapping and bribery) that Cléroux’s suggestion could have been taken literally.

Throughout the conference there were just too many testimonies of unpublished stories to allow anyone to think that the Canadian media are in a healthy state. Problems and solutions poured forth in panel discussions, in hallways and over the dinner table. There were long lineups at the microphones during the police panel and the auditorium echoed with anxiety-ridden voices that would other-

wise have gone unheard if it had not been for this unique gathering.

Gerry McAuliffe, assignment editor for *Global Television* in Toronto, recalled an incident in which a policeman indirectly threatened to reveal a thick file about embarrassing moments in McAuliffe’s private life to his wife and children if he ran a certain story. The ploy failed, however, and McAuliffe ran the story. The point was that reporters have to stand up but be cautious, he said. “If you feel you have nothing to hide in your background — you’re liars.”

One participant said that a reporter on a large daily had been offered money to serve as an RCMP informer. When the reporter complained to management, the police force suggested that the reporter had asked for the job.

The solution to police intimidation, including wiretapping, according to Ottawa freelancer Roland Gaudet, is to establish a Freedom of Information Act that equals U.S. legislation. “This is badly missing in Canada,” said Gaudet. “There’s a lot of support for it among various groups such as the Canadian Labour Congress. However, among the press it doesn’t seem to be much of an issue.”

Gaudet said that when stories about Bell Canada’s contract with Saudi Arabia broke in the Canadian media, there was little mention of the source for the story — the U.S. Freedom of Information Act.

“The way things stand in Canada now, if you want to get a scoop, you’ve got to get it from the cops or from various disgruntled civil servants. It’s all very nice for us to devise new means and methods of interviewing and carrying out our investigative work, but if we don’t have access to information in the first place, we’re always faced with locked doors. You can’t go beyond them no matter how enthusiastic and skilled an investigator you are. We should pressure for freedom of information which could constitute a tool with which we could go out and investigate,” he said. Gaudet felt that publishers would support such a measure because it would save them time and money in investigations.

On the other hand, McAuliffe was pessimistic about legislative changes occurring in Canada. “If there’s ever a Freedom of Information Act, you can rest assured it will be toothless. It will gum itself to death because the publishers and broadcast-owners in this country would seriously believe it’s against their interests to pursue it. If you en-

Worth Quoting

“Reporters are power groupies.”
— Allan Garr, Vancouver.

sure, in law, what a journalist's rights are, it obligates the media owners to start to pursue stuff. And, if they don't...they look like assholes. You can rest assured they won't be in Ottawa lobbying for anything except advertising tax breaks."

McAuliffe's pessimism, in my opinion, is a reflection of the frustration level among Canadian journalists. The media are faced with a lack of legislative tools and an overabundance of publishers who lack the courage or commitment to promote in-depth reporting. Mediocrity appears to satisfy them because the public, spoonfed on mediocre and often insignificant journalism soaks it up.

Several reporters spelled out the deplorable lack of national coverage of national issues. Leclerc from *Le Devoir* said that many stories originate from the Toronto papers. But much of the coverage is not reprinted across the country.

Leclerc said, "We have to look to the American tradition in this." (After Watergate, papers began reprinting each others' material, he said.) "If we started the same professional tradition of helping each other in the interest of the public, we would have got twice, maybe three times the coverage on (police) commissions and all the stories behind them."

Other problems included *The Canadian Press*' policy, contained in a letter to staffers, that stories using unnamed sources will be held until the sources are identified to CP headquarters.

The letter naturally sparked comment. McAuliffe was outraged. "One of the greatest tragedies of Canadian journalism is that CP won't even run the investigative stories when the names are in the stories."

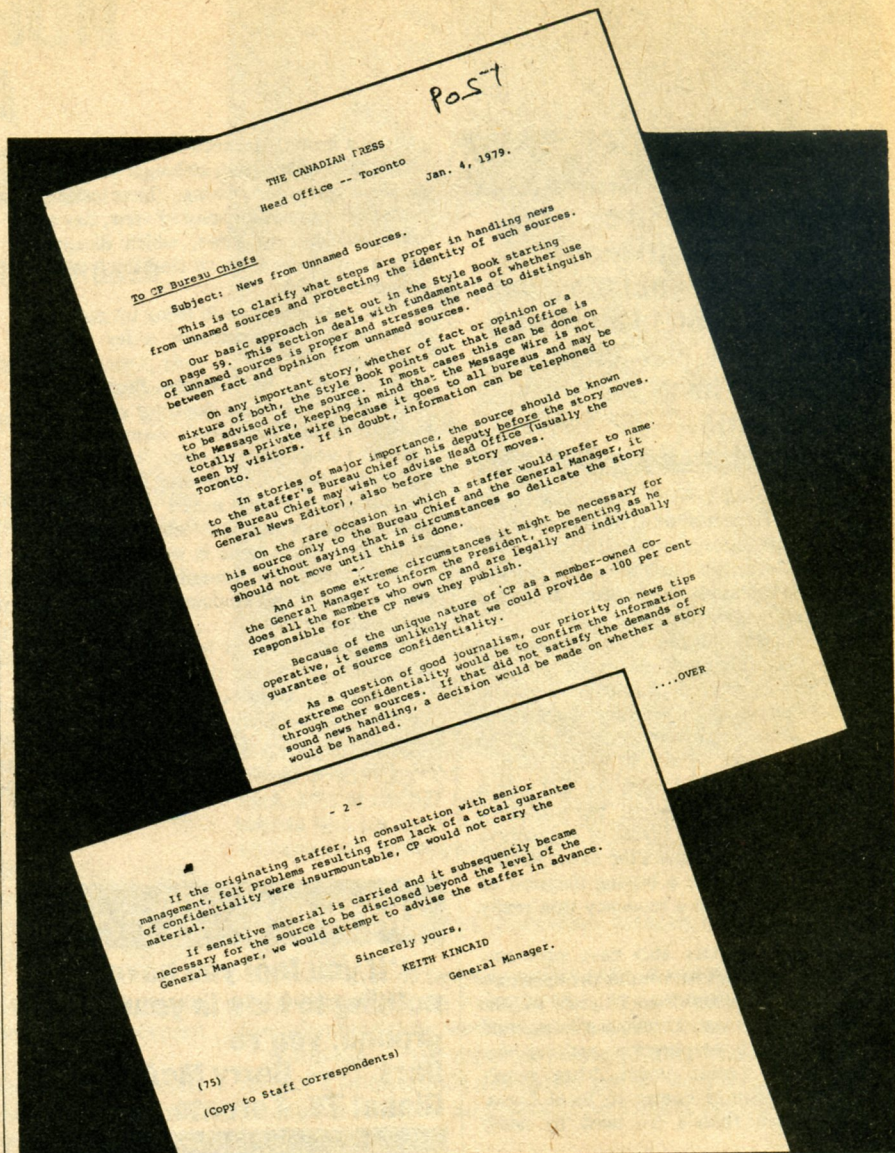
Lou Diggs, a CP staffer based in Montreal, defended the wire service's stance because of the tough libel laws in Canada. He referred to a recent case in British Columbia where libel action had been taken against Victoria newspaper cartoonist Bob Bierman (See page 16).

Perhaps the most startling example of an unpublished story came from Terry Milewski, a Calgary *CBC-TV* reporter. Milewski claimed to be the only reporter at the Laycraft inquiry in Edmonton from beginning to end. He found examples of criminal contact in the RCMP as high up as the deputy commissioner of the force in "sworn testimony and police documents filed before a commissioner of inquiry."

But the matter went largely unnoticed by the media, he said.

Local media gave it practically no mention, and what was printed was misleading, he said. *The Calgary Herald's* headline, "Laycraft Clears Police," was an example of this.

National coverage fared as poorly.



LETTER CONTAINING CP'S POLICY on stories using unnamed sources. General manager Keith Kincaid told *Content* the letter "does not cover any new ground," but does "clarify," at the request of The Newspaper Guild, existing CP policy.

Milewski managed to get some stories into *The Globe and Mail*. But not enough of them to expose the situation adequately. "I was told in a long conversation over this question of apathy, by Clark Davey (then *Globe* managing editor): 'Well, we almost had a reporter there.'

"...Out of inexperience or desperation, or a combination of the two, I wound up going to the McDonald commission (into RCMP activities). They presumably didn't think I was completely out in left field because they offered me large amounts of money to go and work for them. Here I was in the embarrassing position of being offered money by the McDonald commission for information which I was not able to sell to the

media... We have a colossal apathy problem... Maybe we can speak with one voice to editors, including Clark Davey and say 'almost' is not enough."

McAuliffe urged reporters to push their editors to publish such stories. Often a story is killed because the reporter is unsure of something, shows it, and isn't aggressive enough, he said. "You've got to remember that, when you get into this thing, it's a determination to win — not just on the street and among the public, but within your own newsroom." — Stephen Overbury.

Stephen Overbury is a freelance writer studying at the Faculty of Education of the University of Toronto.

Morton Mintz

"News is not like a crop you harvest. News is what we say it is. That power makes us uncomfortable."

— Morton Mintz, The Washington Post.

MORTON MINTZ is a reporter whose investigative spirit has earned 20 years of notable bylines at *The Washington Post* and the immense respect of most of his peers.

That same spirit, applied to his own business, has earned him the title of "the biggest pain in the ass in the office," according to the *Washington Monthly*.

Not because he sets himself above others as a judge, but because he never ceases to question, one could imagine he might exasperate editors and — more likely — publishers.

The same questioning attitude can also make for discomfort among reporters and occasionally among his fellow newspaper guild members.

Mintz is not out to make trouble; he is out to do his job. His criticisms of journalism centre on those structures and attitudes that slow down or prevent the job from being done.

As he sees it, most of the problems reporters encounter flow from the fact "that we're always employees. We're not independent." Reporters work for corporations "whose mission is to inform, but whose role is to make money."

"News is not like a crop you harvest," Mintz stated. "News is what we say it is. That power (including the power to omit) makes us uncomfortable."

When the reporter looks around at what to report, he should realize that "in addition to official governments there are unofficial governments..."

Corporations are governing when they bribe officials or simply make campaign contributions.

Unions and special interest groups such as "doctors, lawyers and the gun lobby" are unofficial governments, he said.

"The press itself is an unofficial government," Mintz told an overflow audience of about 300, mostly journalists, from all parts of Canada in the conference keynote address.

"What's the difference between the public not knowing something because it was kept secret by government or the public not knowing because the press didn't choose to report?" Mintz asked.

"(The media) do set the agenda (for society), generally speaking." How the press defines crime, for instance, is of great importance. Emphasizing street crime has the effect of de-emphasizing price-fixing, the manufacture of dangerous products and the perpetuation of avoidably dangerous working conditions.

With his accustomed care for proof, Mintz gave examples to back each of his contentions.

There is one problem which affects too many reporters and robs the public of important news, Mintz declared in reply to a question.

"It is the ego problem. You get (reporters) who are really thinking 'What will this (story) do for me?'"

If an investigative committee of government unearths "all kinds of information that no news organization could have gotten by itself" (Mintz gave the example of Senator Church's 1974 hearings into the oil companies), the information can be "blocked out" by news people who would rather report

news of which it could egotistically be said: "I did it."

On the question of reporters' rights, Mintz told of a case at the *Post*. He had written a story which drew a vicious attack on him in a letter to the editor. An editor's note — which Mintz was not consulted about — was appended. Mintz thought it a matter of principle and it was argued between a "voice committee" representing reporters and *Post* management. The management verdict: reporters had no say in connection with responses to letters.

"Do reporters have any rights? As of now, reporters don't," Mintz said.

What is the best vehicle for gaining reporters' rights? "Having been in the business 32 years and knowing how bad our union can be, I'm convinced that the Guild is all we've got. Without a union, the individual is in the arena with a large corporation and it's an unequal battle.

"The companies' feeling is a plantation feeling. 'We own it. End.'" Mintz said.

— Stephen Overbury/B.Z.

What Is It?

"People are embarrassed with the sheer pomposity of the phrase 'investigative journalism.'" — Terry Milewski, CBC, Calgary.

EDDIES OF DISCUSSION over the validity of the term "investigative journalism" were inevitable at the founding convention of the Centre for Investigative Journalism.

Some leading reporters, including *The Toronto Sun's* Robert Reguly (who was not there) and *Global TV's* Gerry McAuliffe (who was), themselves identified as investigative journalists, are antagonistic to the term.

They and others who reject the term usually say "All good reporting *should* be investigative."

The trouble is that "good reporting" is an even more useless term than "investigative reporting." And it's a reality that a commitment to whatever's contained in the word "investigative" drew 345 persons, mostly journalists and a lot of them respected ones, from every province and the territories to discuss the future of this kind of journalism.

So what is it?

Well, it is not chequebook journalism. It is not journalism in which statements from anyone are taken at

face value. It is not journalism that has an ideology or a prepared conclusion, is not advocacy reporting.

It is not journalism that can be defined by its techniques, which varied in instances given at the convention from hidden tape recorders and taking jobs under assumed names to using the yellow pages.

But you know you're involved in investigative reporting, as defined in hours of discussion over three days:

- When you're working weeks or months on one story.
- When someone's status quo is going to be disturbed.
- When you find you command the subject.

And when you're experiencing tension with your informants *and* your editors, sweating a lot, have more information than you can possibly use, figure there's only a 50-50 chance of the story being printed, but you keep slugging anyway, well...that kind of reporting deserves a name, and "investigative" seems as good as any. — B.Z.

Does It Pay?

“Handling a reporter involved in investigative journalism is troublesome for the managers. You don’t wake up in a cold sweat when the reporter is doing a story on the rides at the CNE.” — Arnold Amber, CBC, Toronto.

YES, IT does.

This conclusion was difficult to avoid for anyone who attended the panel discussion titled “Investigative Reporting: Does it Pay?”

It pays for the community in closing snake pit mental hospitals, stopping government corruption that costs dearly in taxpayers’ dollars, closing the offices of quack cancer doctors and “dance studios” that bilk the lonely, causing certain policemen to think twice before beating a prisoner.

It pays off in a better balance sheet for publishers who back investigative reporting consistently.

And just as important, perhaps, in the minds of the 300 or so journalists from across Canada who sat in on the panel, it can pay off in a greater pride taken by the journalist in his or her work, enhanced esprit-de-corps and a feeling of accomplishment.

For the managers, there’s a similar pride and increased stature in the community, not to mention the pick of the cream of applicants for newsroom vacancies.

But for every group, there’s also a downside to investigative journalism.

Some — often many — members of the

Some Tips

**“Until journalists use available information to the fullest, it is going to be hard to get more of it.”
— Jeff Carruthers, FP Publications, Ottawa.**

FROM A PLETHORA of helpful hints for serious reporting put forward at the convention, a sampling:

- A double working day is a must on some stories, to stay ahead of the police, who may have begun investigating how much the reporter knows.

- Lawyers are better sources than civil servants in the view of one successful reporter. “They know the whole picture and are one step removed from the process. When they won’t talk about their own cases, they’ll talk about others.”

- “Cultivate your sources for a long, long time,” said another well-known reporter, still getting stories from sources cultivated seven and more years ago.

- Because of the U.S. Freedom of Information Act and more stringent disclosure requirements in Washington, D.C., than in Ottawa, Canadian reporters can sometimes get more information south of the border than in Canada about Canadian companies.

- Don’t conduct interviews until you know most of the answers and are

after the final pieces of the puzzle.

- Everything is long term. It’s important not to hustle.

- “Smash and grab.” Get in and out of town before anyone knows you’re there.

- When you’ve guaranteed your sources confidentiality, don’t break it. Ever. Don’t leave lists of names lying around the office. Carry a long list on your person with no marks to indicate which are the key sources and which the duds.

- Rarely seek information on your first visit with a confidential informant. Meet the source two, three or four times. “You do get those who exaggerate or who give you bum steers,” said one prominent reporter.

- If you’re doing a story on working conditions, get a job where the conditions are. “It’s a very fast way to test your research,” another, prize-winning, reporter said.

- Exchange information and techniques with other reporters. And that’s what the Centre for Investigative Journalism is all about.

— Stephen Overbury/B.Z.

Worth Quoting

“Who owns CKSO? I got more flak from journalists in town than from anyone else (when) we listed the owners (of CKSO) and their other interests.” — Dorothy Wigmore, Sudbury.

public are hurt or incensed when their favourite cause or group — from the United Way to cops — is criticized.

The media owners may sell a lot more papers or gain a lot of viewers — in the first day or two of an investigative series. Then they may lose thousands. (It was agreed by insiders that *The Globe and Mail* lost between 3,500 and 4,000 subscribers as a result of its series on police brutality.)

Editors find working with reporters on major long-term stories can be frustrating and worrisome. Tensions at the desk can run high as reporters get emotionally involved and lose their perspective. Lawsuits, of the harrassing or substantial kind, are threatened.

“Handling a reporter involved in investigative journalism is troublesome for the managers. Anybody associated with the story wakes up in the middle of the night in a cold sweat. You don’t wake up in a cold sweat when the reporter is doing a story on the rides at the CNE,” noted Arnold Amber, a producer with *CBC-TV’s* *The National*.

And reporters who have done investigative reporting worthy of the name know that usually it involves double-shift work for months, eating and sleeping with the topic, hundreds of hours of drudgery checking obscure records, trying to get information that seems impossible to get, struggles with the desk and often an ego-bruising re-write job after the digging’s been done.

And for *everyone* involved, a “washout rate” of perhaps 40 per cent.

That’s the estimate of Steve Lovelady, one of two managing editors at *The Philadelphia Inquirer*, a paper which has won four Pulitzer Prizes in four years.

In light of the topic, a better panelist would have been hard to find.

Lovelady’s remarks were straightforward and should be required listening (they’re available, like all the other conference proceedings, on tape) for every publisher in Canada.

“*The Inquirer* was one of the worst papers in the U.S.,” at the time it was purchased by the Knight-Ridder chain, Lovelady began.

Along with a general shakeup that included improved layout and 100 new people in a

THE CENTRE FOR INVESTIGATIVE JOURNALISM
LE CENTRE POUR LE JOURNALISME D'ENQUETE

Coverage on AUDIO CASSETTE of the Founding Convention,
MONTREAL, January 19-21/79

If you missed the Convention, or attended and want to share the important sessions, use this as an order form. Coverage is on 60-minute (\$5) and 90-minute (\$7) cassettes. We have appointed Conference Tape as the Centre's library agent. Order directly through them at the address below.

staff of 250, the *Inquirer* began publishing "major investigations at the rate of three to six a year."

In the very first days of each series, *Inquirers* sold like the usual hotcakes. As the paper continued to publish reports of investigations, however, it "lost a lot of money, more than it planned, and lost circulation.

"Partly this was because of a too-rapid changeover. It was too shrill, too nosy. But it bottomed out and the paper began a slow climb.

"Now the paper is a success. The (Philadelphia) *Bulletin's* daily circulation lead, formerly 170,000, has been cut to 40,000. We used to lose money; now the *Inquirer* makes money. It used to be hard to get staff; now we have 1,800 job applicants for 12 openings a year (in the newsroom)," Lovelady said.

Editorial support? "It's very simple," Lovelady said in answer to a question. "The editor and I are totally committed to investigative reporting. Once a reporter is off and running, we keep close tabs. It's easy for a reporter to get so wrapped up, he can go astray. We do sometimes one, two or three weeks of re-write."

There's some envy in the newsroom, Lovelady noted. "When guys disappear for a year at a time, it's inevitable." But the newsroom morale is generally excellent, although a further problem is that "everybody and his brother begins to think they're investigative reporters — and they ain't."

In the newsroom budget, investigative reporting costs no more than other kinds, Lovelady said. "You've got salaries and not much more. There's not much more travelling." He admitted that legal fees are high. "We get sued a lot. We never lose. We don't break out the cost. The publisher is only concerned with whether the paper is making money."

Lovelady was asked what was done with newsroom staff of the old paper when the new management came in. The implication was that there must have been deadwood.

A union contract prevented firings but a number of staffers "were encouraged to look elsewhere," Lovelady said.

A few minutes later in the discussion, he said he'd like to add to his answer about the staff. "Five of the six reporters who won Pulitzer Prizes in the past four years were already on the staff of the "wretched" newspaper that had been before.

It seemed one would be hard pressed to find a better example of how dedicated management can change the life experience and career accomplishments of reporting staff.

"Knight-Ridder has in high positions

- 1 OPENING STATEMENT: Gérald Leblanc, President, Fédération Professionnelle des Journalistes du Québec; Jock Ferguson, CIJ acting co-chairman; Jean-Claude Leclerc. KEYNOTE ADDRESS: Morton Mintz, reporter, Washington Post & author of "America Inc." and "Power Inc." \$7
- 2 OPEN DISCUSSION by the above with attendees. \$5
- 3A POLICING THE POLICE. PANEL: Jean-Claude Leclerc, Le Devoir; Gerry McAuliffe, Global TV, Jeff Sallot, The Globe and Mail; Louis Francoeur, Le Devoir. Floor discussion \$7
- 3B POLICING THE POLICE. Continuation of the above. \$7
- 4A CONSUMER REPORTING: Taste-testing or the Real Goods? PANEL: Helene Courchesnes-Laurin, CBC; Morton Mintz, Washington Post; Ellen Roseman, Globe and Mail; Gerard St Denis, Le Journal de Montreal. Floor discussion \$7
- 4B CONSUMER REPORTING: Taste-testing or the Real Goods? Continuation of the above. \$4
- 5 SMALL MEDIA: How to Get the Most for the Least. Nick Fillmore; Nancy Cooper, Yellowknife; Jim MacNeill, Eastern Graphic, PEI; Harvey Schachter, Kingston Whig Standard \$7
- 6 FINANCIAL REPORTING: Understanding the bottom line. PANEL: Michel Nadeau, Le Devoir; Joan Fraser, Montreal Gazette; Patrick Bloomfield, Financial Post; Marcel Coutu, RCMP Commercial Crime Officer; Jeff Carruthers, FP Publications. \$7
- 7A CITY HALL: Getting Inside the System. Graham Fraser, Montreal Gazette; Brian McKenna, CBC-Fifth Estate; Jocelyn Laberge, Radio-Canada; Josh Freed, Montreal Star; Jay-Dell Mah, CBC, Toronto. \$7
- 7B CITY HALL: Getting Inside the System. Continuation of the above and floor discussion. \$7
- 8A INVESTIGATIVE REPORTING: Does it Pay? PANEL: Richard Cléroux, Globe and Mail; Dick MacDonald, CDNPA; Steve Lovelady, Philadelphia Inquirer. \$7
- 8B INVESTIGATIVE REPORTING: Does it Pay? Continuation of the above and floor discussion. \$5
- 9A RESEARCH TECHNIQUES: The How-To of Investigative Work. PANEL: Henry Aubin, Montreal Gazette & author of City for Sale; Wayne Cheveldayoff, Globe and Mail; Donald Gutstein, author of Vancouver Ltd.; Joe McAnthony, CBC, Toronto; Marc Laurendeau, lawyer, TV commentator. \$7
- 9B RESEARCH TECHNIQUES: The How-To of Investigative Work. Continuation of the above. \$7

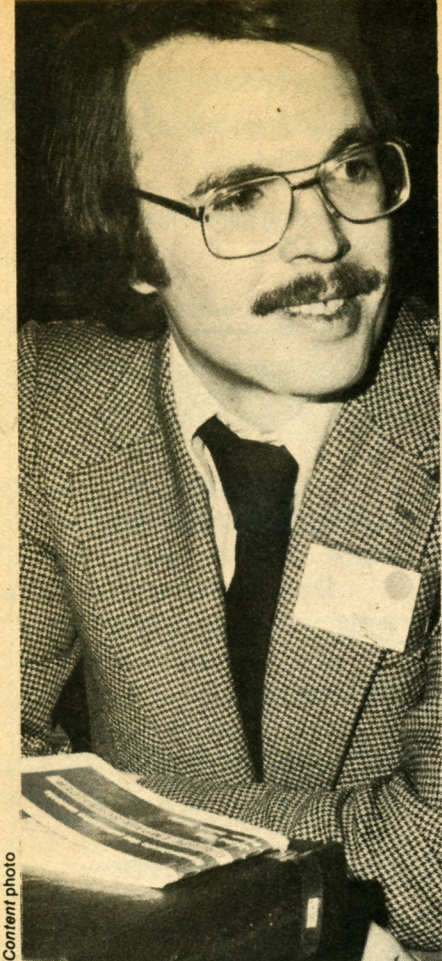
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Content photo

HENRY AUBIN came to the CIJ convention with some of the masses of material gathered as he researched his award-winning *Gazette* series on real estate investment in Montreal. The series was republished as a book, *City for Sale*.

newspapermen." He named two, including Lee Hills, chairman of the board.

"At some point or other Jack Knight, the old man, made a decision these guys would be running the show, as much as businessmen." — B.Z.

Small Media

"Risk poverty, go like hell and to hell with the lawyers." — Linden MacIntyre, CBC, Halifax.

THE MAIN STRENGTH and main weakness of small media in their attempts to uncover major stories is their smallness.

This seems a fair interpretation of discussion at a well-attended workshop on small media and investigative reporting.

The closeness in a small community that lets small town reporters quickly find out much more than their big-city counterparts also imposes person-to-person tensions that arise less often in the metropolis.

"Smallness means you know so much more and can find out things much faster," noted Harvey Schachter, former education writer for the *Toronto Star* who recently became city editor for the Kingston *Whig-Standard*. "For instance, in the case of prison guards, everyone knows one, or the family of one. You can get to the truth faster. It's more manageable. The power relationships are easier to find."

The other side of the coin was described by Nancy Cooper of Yellowknife. "My mate is in government; our friends are the travel agent, the judge, and so on. Everybody knows everything. People start to trust you. When you write, they feel betrayed and ask 'Why don't you write just the good things?' How do you handle friendships with people in high places?"

The crusading reporter in the small community has to face reaction to the power of the press in a more immediate and personally

accountable way than his or her big-city counterpart.

Jim MacNeill, editor of *The Eastern Graphic* in Montague, P.E.I., handles it by belonging to nothing "except the Legion — they have the only pool table in town." It's "hard to keep hammering away at people you almost know as friends," he admitted.

He has adopted a way of life, nevertheless, in which "I'm a reporter all the time."

Linden MacIntyre of Halifax *CBC-TV's* The MacIntyre File said that whatever his unit accomplishes is because it is "very tight and (takes a) catholic view of the union contract" while operating within a bureaucracy so large that "it will miss (such) things in odd and backward places like the Maritimes."

There's a place for small-unit journalism "prepared to bust its ass, risk poverty, go like hell and to hell with the lawyers," said MacIntyre. — B.Z.

Worth Quoting

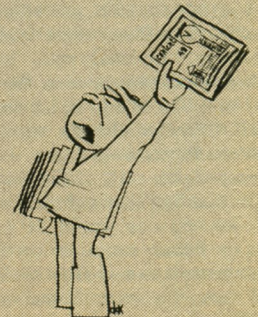
"It costs \$30 to do a corporate search. Thomson won't approve the expense. So how do we fudge our expenses to do it?" — A staffer from a Thomson daily.

"Very often television is nothing more than a tip sheet. And, if the newspaper is merely repeating the tips in dull type, then it deserves to die, unless people want it for the comics. But if it is to live and serve a useful function, then it has to illuminate this ever more complicated environment we're in. That costs money and time." — Morton Mintz.

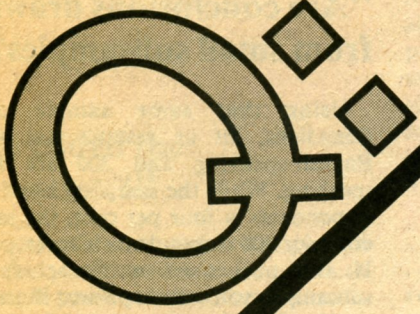
For more information about the Centre for Investigative Journalism, call or write: Jock Ferguson, Co-chairman, Centre for Investigative Journalism, 18 Park Avenue, Toronto, Ontario M4E 1B6 (416)669-0450. (30)

Next month in *Content*:

The fourth and largest ever edition of our **SOURCES** directory. Forty new organizations listed. And hundreds of individual information contacts on scores of subjects.



A
Content
Pull-out Feature



How accurate is that opinion poll?

By GERALD ALPERSTEIN

PUBLIC OPINION POLLS have high audience interest.

Political public opinion polls have higher audience interest.

Political polls shortly before an election have even higher audience interest.

Political polls are a great way for the news media to misinform the public!

The first three statements tell why the media love to publish political polls.

The fourth statement is a serious charge concerning the wisdom and judgement of editors and news directors who publish political poll results.

Within the Canadian brand of democracy, the mass media have a responsibility to keep the public informed — accurately informed — about government, politicians and political issues.

One of the most irresponsible acts a newspaper or broadcast outlet can commit is to misinform the public on politics. In the case of political polls, editors and news directors are not willfully misinforming the public. Misinformation from political polls is usually published because editors and news directors, who must decide

whether a story is published, are ignorant of research procedures.

While I don't wish to single out the Southam/Goldfarb "The Searching Nation" poll of 1977, there is one question from that survey which brings the above statements into perfect focus. The question reads:

"In your opinion, do the media, that is, newspapers, radio, and television, do an excellent, good, fair or poor job of promoting understanding between French and English Canadians insofar as explaining their different cultures, hopes, aspirations, and way of life is concerned?"

The response to the question was: The media were doing an excellent job — 3 per cent; good job — 24 per cent; fair job — 37 per cent; and poor job — 35 per cent.

On first examination one would conclude that the media are not doing a good job. Also to the untrained eye nothing appears to be wrong with the question.

But closer reading of the question reveals that what is posed as one question is actually 12 different questions. Those 12 questions are:

(1) In your opinion, do newspapers do an excellent, good, fair or poor job of promoting understanding between French and English Canadians insofar as explaining their different cultures?

- (2) ...radio...cultures?
- (3) ...television...cultures?
- (4) ...newspapers...hopes?
- (5) ...radio...hopes?
- (6) ...television...hopes?
- (7) ...newspapers...aspirations?
- (8) ...radio...aspirations?
- (9) ...television...aspirations?
- (10) ...newspapers...way of life?
- (11) ...radio...way of life?
- (12) ...television...way of life?

There are four possible answers to each of the 12 questions and it is highly unlikely that all 12 questions would be answered identically. Television might do a better job than radio on "culture," but radio might do a better job than newspapers on "way of life."

Therefore, the response to this question, which placed the three media in a poor light, is meaningless. When people answered this question, they were specifically answering one of the 12 questions. Unfortunately, one has no

Questions f

way of knowing which one of the 12 questions was answered.

In fairness to Martin Goldfarb, Goldfarb Consultants, Ltd., he did state at the CDNPA Seminar on the Press and the Confederation Debate (Montreal, October 1977) that this question was designed as a "warmup question" for the interviews.

Goldfarb's disclaimer does not remove the problem caused by the question. Editors, who acted out of ignorance, approved the "warmup question" for print. The result was political misinformation reaching the public because of editorial irresponsibility.

If editors and news directors knew what questions to ask pollsters, politicians and others offering political polls to publish, irresponsibility through ignorance would be avoided. The remainder of this article will present 13 questions which editors and news directors may ask to help determine whether the results of a poll should be printed.

"What is your sample frame?"

In a political poll, one usually is interested in voters. If major portions of the voters population are excluded from the poll or if a large part of the sample frame is non-voters, the sample probably is not going to be representative of voters.

The use of research jargon (*sample frame*) should tend to put the pollster, politician, etc. on the defensive. The jargon gives the impression that the news person knows what he is talking about.



"What was your sampling procedure?"

If the method of drawing the sample does not give everyone an equal chance of being selected for the sample (some people have a better chance of being selected or of not being selected), the sample is biased. If the sample is biased and not representative of voters, the poll would not be accurate.

"How large is your sample?"

If the sample frame is representative of voters and the sample is free of known bias, the accuracy of the survey results is based on the number of persons in the sample. A survey's results will fall within a certain percentage of reality depending on sample size 95 per cent of the time. The sample sizes (in round numbers) and the accuracy of the sample sizes — called *sampling error* — are listed at right.

Understanding this relationship is most important for interpreting poll results. For example, if a survey of 600 Canadians showed Party A leading Party B, 41 per cent to 38 per cent, Party A *should not* be considered as leading and the election should be considered "too close to call." The sampling error for a sample of 600 persons is four per cent. That means Party A has between 37 per cent and 45 per cent and Party B has between 34 per cent and 42 per cent and, therefore, either party could be leading.

Sample Size	Sampling Error
200	7 per cent
250	6 per cent
400	5 per cent
600	4 per cent
1,000	3 per cent
2,500	2 per cent
10,000	1 per cent

"Are conclusions drawn from small subsamples?"

Using that same sample of 600 Canadians, let us assume that 400 are English-speaking and 200 are French-speaking. While the sampling error for 600 respondents is four per cent, the sampling error for 200 respondents is seven per cent. If the poll used a French-speaking subsample, you cannot present those results as if they were the same as the more accurate, smaller-sampling-error results of the full sample.

"What method was used to collect the data?"

A mail survey does not have control over who answered the questionnaire. Also, mail surveys many times have huge non-responses, which can and do destroy the accuracy of a poll's results.

Telephone and personal interview surveys, which do have control over who answered the questionnaire, are subject to potential interviewer bias. This leads to the next question.

"Who collected the data?"

If professional interviewers collected the data, you should assume interviewer effect was minimized. On the other hand, if political partisans conducted the interviews, the results could easily be tainted.

"Did respondents know the poll's sponsor?"

Knowledge of who is sponsoring a poll usually biases a survey's response in the direction of the sponsor.

or Pollsters

“Who coded the information?”

Since computers are used to analyse poll results, the questionnaires usually have to be coded. If professional coders are used, assume no biases were operating. However, if volunteers dedicated to the cause were the coders, considerable doubt could be cast on the accuracy of the poll results.

“May I see a copy of the questionnaire?”

There are three purposes in looking at the actual questionnaire.

(1) As was unfortunately pointed out in the 12-in-one Southam-Goldfarb media question, a question can be constructed which asks more than one question. The most common case would be a two-in-one question such as “Is Candidate A bright and forward-looking?” It is quite possible that Candidate A is bright, but not forward-looking. Worse yet, Candidate A is forward-looking, but not bright. The response to this question is not usable because there is no way of knowing which of the two questions the respondents answered.

(2) An examination of the questionnaire can reveal whether any of the questions are worded in a way which biases, loads or slants the poll in favour of or against a party or issue. One way this is accomplished is by treating candidates with different degrees of respect. The simplest form of this bias is to refer to Candidate A by his last name while referring to Candidate B as “Mr.”

Another way to bias a questionnaire is to load the questions (“Does Candidate A still beat his wife?). When questions present a candidate in a poor light, some of that light has to influence the respondents.

(3) Unless you see the questionnaire, you

have no way of knowing whether you have all the data or just selected questions which put a candidate in the strongest or weakest possible light. If you are missing some of the results, you should ask for the missing data. If your request is refused, serious doubt should be cast on the wisdom of printing the results which you do have.

“What data do you have on likely voters in addition to data on all voters?”

Previous research has shown that among voters, some almost always vote while others almost always don't vote. The two groups of voters do not usually support candidates and issues in the same proportions. When voter turnout is low, the results usually are close to data on likely voters. When voter turnout is high, the results usually are close to data on all voters.

Therefore, when voter turnout is expected to be low and the only polling data available is on all voters, the poll is a strong candidate for misforecasting a close election.

“May I see the demographic breakdown of your sample as compared with the latest census data?”

In spite of all precautions in drawing a sample, it is still possible that the sample will have huge errors. Any and all demographic groups (by sex, age, education, income, occupation, language, national origin, etc.) can be grossly over-represented or under-represented in the sample. Such error in the sample casts considerable doubt on the results of the poll.



“When exactly was the survey conducted?”

A survey can only be accurate for the days on which it was conducted. If the poll was conducted two weeks before an election, it might not be accurate for election day. Also, if the polling was conducted over more than a three- or four-day span, shifts in voter preferences would not be accurately reflected in the poll results.

“What is the track record of the organization conducting the polling?”

If polling by this organization has been accurate in the past, one should have confidence in its work. If the organization has no track record or a poor track record, one should not have great confidence in its work.

These 13 questions, while not the only questions editors and news directors can ask a pollster or political operative, should provide enough information about the poll to allow a decision on its use which would be based on sound judgement and not based on ignorance.

Gerald Alperstein, Ph.D., is Associate Editor of The Public Sector, a quarter-million weekly circulation labour publication in Albany, N.Y.

Successful opinion and attitude research is not for amateurs. While the history of polling — four decades or so of reasonably professional work — includes some magnificent blunders, by and large the science is continually refining itself. Professional research firms tend to use the same following basic steps, no matter what the nature of the study-at-hand:

- The development of a research design or strategy.
- The drawing of a probability sample (that is, a randomly selected one of the population being measured).
- The development of a questionnaire or interview schedule.
- The conducting of a pretest or pilot study of the questionnaire, making refinements as needed.
- Carrying out the actual field work.
- Collecting the data and then coding and tabulating the findings.
- Preparation of a written report.

In *Handbook of Reporting Methods*, Maxwell McCombs of Syracuse University and Cleveland Wilhoit of Indiana University write:

Reporters should scrutinize poll results with the same tenacity they would a report from a government official. . . . The basic objective is to determine the credibility and validity of poll results before they are printed or aired.

A 1975 guide for editors and reporters published by the Associated Press Managing Editors Association pointed out a distinction between two types of polls which journalists and their readers most often confront. One is the public poll, run by an independent research organization — Gallup, for instance, or the Goldfarb organization, or The Weekend Poll, run by Data Laboratories Ltd., which appears with regularity in the daily press.

The second is the poll commissioned by an interested third party; it may be commissioned by a candidate or party in an election to help measure public support and to help shape a campaign. What is divulged is normally meant to serve the candidate's or party's interests. It may be conducted by a commercial organization to support a particular position (for example, research carried out by car manufacturers on emission controls). It is not unkind to suggest that the interpretation offered in such studies has a basic, biased purpose — one to which journalists must pay special attention.

After reviewing *The New York Times'* extensive use of the survey data in the 1976 presidential campaign, the polling director commented:

While the surveys were going on, it struck me that the most effective stories were not those that dealt almost entirely with the numbers and cross-tabulations of the computer printouts. Those that really hit home blended the survey findings accurately and tellingly into a richer mixture that also contained the elements of high-grade political journalism: solid reporting, seasoned news judgement and analytical skill, and the ability to communicate the 'feel' of real people.

accuracy The extent to which a survey result agrees with some well-defined standard or "true" value. Accuracy reflects the extent to which a result is free from both sampling errors and non-sampling errors. Sometimes referred to as the validity of a survey result.

average 1 In statistics, a number which in some definite way represents all numbers of a group (such as a mean, median, or mode). 2 Commonly used as a synonym for the arithmetic mean.

base 1 A number used as a standard of reference; usually the total number of individuals or items whose characteristics are described in a table. 2 In a percentage distribution, the number which is equal to 100 per cent.

bias The difference between the results obtained from a sample and the actual conditions: Among the causes of bias are sampling error, faulty wording of questions, the way the interviewer asks a question or reports an answer, the appearance of the interviewer (such as a woman interviewing a man and vice versa), the vested interest of the survey sponsor, failure of some respondents to answer, incorrect responses, errors in processing data, and conscious or unconscious attempts by respondents to upgrade their social status or cultural level.

cross-tabulation Tabulating sub-groups for purposes of comparison.

demographic data Basic information such as age, income, family composition, describing a population.

The material on this page is taken, with permission, from *Reporting on polls: some helpful hints*, an eight-page booklet published by the Editorial Division of the Canadian Daily Newspaper Publishers Association.

further reading

Handbook of Reporting Methods by Maxwell McCombs, Donald Shaw, David Grey. Houghton Mifflin Company. 1976. 340 pages — easy to read; includes a section on their version of the journalist's checklist.

The Sophisticated Poll Watcher's Guide by George Gallup. Princeton Opinion Press. Revised. 1976. 250 pages — breezy, easy reading but not a good reference book; no subject index.

Precision Journalism: A reporter's Introduction to Social Science Methods by Philip Meyer. Indiana University Press. 1973. 340 pages — very detailed explanations, full of examples, more theoretical and mathematical background material than other source mentioned.

frame A list, map, or other specification which physically designates every element in a population; used for sampling.

open-end-question A question which calls for a free response (write-in) answer, rather than a check mark or the circling of a printed answer. Example: "Please comment on the above."

pretest A trial run of a questionnaire or other instrument to test its workability and understandability. Sometimes referred to as a pilot study — a small-scale test preceding a survey.

probability sample A sample based on the principles of probability, in which every member of the population being sampled has a known, usually equal, probability of being selected. The odds, rather than judgement, or haphazard selection, rule the selection of respondents. The sampling units must be drawn from a frame (such as a list of names or a map of the city); selection must be mechanical, usually employing random numbers. Also called random sample.

projection The extension of data derived from a sample survey to a total population or universe.

sample A relatively small group, selected as to be representative of a population: The group then can be questioned or observed and thereby provide estimates of the characteristics, opinions and behaviour of the entire population, if the sample were randomly selected.

weighting Multiplication of sub-group data by a factor or factors so as to bring their values into proper proportion relative to the population or to other sub-groups involved.

(Many of these definitions come from the *Newspaper Research Primer*, published by the International Newspaper Promotion Association.)

Newspaper Research Primer edited by John Mauro. International Newspaper Promotion Association. 1972. 175 pages — a good reference book, well laid-out, although no subject index.

"Ten Basic Steps for Conducting Your Own Poll," plus six other articles in *Editorially Speaking*, Volume 30, Number 43, (A Gannett newspaper publication), Sept./Oct. 1977.

"Opinion Surveys: The Hidden Dangers" in *Saturday Night*, June, 1978.

"The Poll is Suspect" in *The Quill*, July-August, 1976.

Column by Richard Labonté

THE SHODDY RICH get richer and the worthy poor keep issuing fund appeals.

That's the position in which *Ontario Report* finds itself: getting better all the time and always scrimping for cash with which to finance deserved expansion.

In the couple of years since inception, *OR* has gone from strength to strength; in past months a vibrant arts section has complemented political writing nicely free of the rhetorician's theories which too often muddle reporting from left of the Establishment.

Ontario Report is also more national than its name implies: it has taken over the role of critically examining Canada's systems — political, economic, cultural — which *The Last Post* at one time filled, but has abdicated recently because of creaky old age or cranky internal feuds.

Canada's political press is in a period of decline, with weekly tabloids on the east and west coasts folding in the past year: it would be nice if *OR*'s quality carried it through.

CANADA'S ARTS magazines are now under attack: a short-sighted disdain for culture threatens continued development of this country's spirit.

It's a different time from 10 years ago, when support for the arts was growing and popular. Out of that period of grace came sustained efforts to create a distinctively Canadian arts world: dance, theatre, music, film and dozens of other arts sprouted, nurtured by government seed and support funds.

Arts magazines flourished as a consequence, either coming into existence or expanding after years of precarious somnolence. The 1970s were a time of creative ferment within arts communities, and magazines — reporting, supporting, assessing, defining — played a major role in guiding that creativity.

But a likely consequence of likely reduced arts support from all levels of government will be the loss of magazines that cover the arts. They all depend on Canada Council or provincial arts council for support for continued operation and will be the first institutions cut as funds grudgingly allocated by increasingly conservative governments dwindle.

What governments fail to realize is that no culture thrives in a vacuum. At the core of the creative process are the media which tell people — other artists and the community at large — what's going on.

THE FIRST ISSUE of *WorldPaper* proves that bad and boring can be foisted on the public even on a global scale.

WorldPaper is a quarterly tabloid, the entrepreneurial offspring of one Harry B. Hollins of New York, who somehow convinced nine newspapers on five continents

with a combined circulation of 1.2 million to carry it as an insert.

The papers are in Boston, Minneapolis, Melbourne, Jerusalem, Bangkok, Lagos, Hong Kong, Quito (in Spanish) and Amman

(in Arabic); what they carried as a first issue was a hodge-podge of little consequence.

The concept — a print global village — is daring; the execution looks like an untidy provincial weekly and reads like several unedited junior college class assignments.

Richard Labonté is a columnist for *The Citizen* in Ottawa. Periodicals, books and news releases which must be sent for comment should be mailed to Richard Labonté, 64 Marlborough Avenue, Ottawa K1N 8E9.

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LEGAL PITFALLS IN EVERYDAY JOURNALISM

Legal Education Society of Alberta presents:
LAW AND THE MEDIA, a one-day seminar for media people
to explain some of the legal pitfalls affecting their working lives.

Saturday, March 17, 1979

9:00 a.m. - 4:30 p.m., Plaza Hotel, Edmonton

Fee: \$50
(includes noon lunch)

TOPICS

CONTEMPT OF COURT: What Is It? Staying out of Jail.

DEFAMATION: Direct and Second Hand — Can You Avoid It?

PUBLIC INQUIRIES: The Rules are Different — Reporting "Public" vs. "In Camera" Proceedings.

MODERATOR

Mr. A. H. Lefever
Barrister, Edmonton

SPEAKERS

Mr. Justice Krever
Ontario High Court

Judge W. A. Stevenson
Alberta District Court

Dean Jeremy Williams
Faculty of Law
University of Alberta

Mr. R. H. McKercher, Q.C.
Barrister, Saskatoon

Mr. Patrick O'Callaghan
Publisher, Edmonton Journal

Mr. C. D. Evans, Q.C.
Barrister, Calgary

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VANDER ZALM VS. BIERMAN & THE TIMES

EDITORS DIVIDED, CARTOONISTS DEFIANT

By PAUL PARK

THE PEOPLE RESPONSIBLE FOR PLANNING the editorial pages of the country's newspapers have not been able to arrive at one definite conclusion about the libel decision which went against cartoonist Bob Bierman of *The Victoria Times*.

The ten editors interviewed by *Content* came up with ten different reactions.

Barbara McLintock, editorial page editor of the *Times*, says the verdict has definitely changed the way she judges editorial cartoons. "Generally speaking, our criteria for cartoons were whether they were witty, whether they were clever, whether they portrayed some sort of message about the political situation of the day...." Those criteria have not changed much, but McLintock is now more inclined to consult the paper's lawyer on dubious cartoons than she was previously.

McLintock concedes that other public figures may decide to follow the lead of British Columbia's municipal affairs minister, William Vander Zalm, in suing for libel, but believes that that group will be a minority. "Most of our politicians, before and still, are more liable to phone up and ask if we'll give them the originals."

The B.C. decision hasn't affected the thinking of a journalist at the other end of the nation. Dennis Breckert, editorial writer of the Fredericton *Daily Gleaner*, takes a different approach. "I'm not worrying about it. I have been selecting cartoons in the same way since the decision as I was selecting them before." Breckert, whose paper runs only reprints of Ontario cartoons, said he does not see the decision as any sort of hindrance to freedom of the press and adds that at no time has he submitted an editorial cartoon to a lawyer.

Norman Ibsen, editorial page editor of *The London Free Press*, does not feel the newspaper's cartoonist, Merle Tingley, will become the defendant in any local libel trials, since Tingley cartoons are tame in comparison with those of other papers.

"...I'm not at all sold that (the *Times* cartoon) was entirely a fair cartoon, personally. I have some reservations

about it." Ibsen could not say whether or not he would have run the cartoon on his editorial page.

The day after the *Times* decision, the *Edmonton Journal* had no such problem. Its reply was to leave the editorial cartoon section blank. The paper's associate editor, William Thorsell, is afraid that if the verdict is upheld on appeal Canadian cartoonists will tend toward self-censorship.

"I'm worried about even unconscious internalization of what may be an unnecessary conservative approach."

Thorsell added: "You cannot be afraid of being sued, otherwise you cannot be a good editor."

For Cameron Smith, executive editor of *The Globe and Mail*, the Bierman cartoon pales in comparison with some of the old British drawings. He finds those cartoons "absolutely savage and that's where our traditions come from."

Smith believes the verdict came about because of the judge's view of Vander Zalm. "He was looking at Vander Zalm as a private individual and I think what the cartoonist was doing was looking at Vander Zalm as a politician and politics as theatre."

The editor of the editorial page which runs some of Canada's most savage cartoons is deeply troubled. Joan Fraser of the Montreal *Gazette*, whose cartoonist, Terry Mosher (Aislin), is always butchering sacred cows, notices a pattern developing. "This is unfortunately coming hot on the heels of the Supreme Court's decision on letters to the editor (*Content*, February) and the Quebec court's temporary decision to ban the sale of the script of the play *Les fées ont soif*."

The B.C. verdict has not dulled Fraser's belief in running biting commentaries. "I think, even today, if I

got that Bierman cartoon and I didn't know that was the cartoon the judgement had been about, I have a feeling I would pass it even now."

The letters to the editor decision is of more concern to Ed Ecker, the editorial page editor of the *Brantford Expositor* (Ont.). The *Expositor* runs, on the average, two editorial cartoons a week. Cartooning judgement is dangerous enough in Ecker's opinion, that he would like to see the situation rectified by means of legislation.

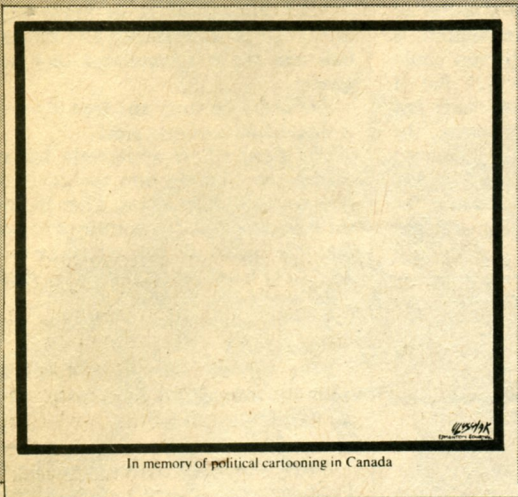
The editor of the *St. John's Evening Telegram*, Michael Harrington, has not seen the Bierman drawing, but admits "it didn't appear to me to be much worse than some that I've seen by fellows like Aislin and others. Even (Duncan) MacPherson at times can be pretty rough."

"It seems to be a case of restricting the freedom of speech on the editorial pages." That was the reaction of the editor of the *Prince Albert Herald* (Sask.), Wayne Roznowsky. Roznowsky admits that since the Bierman verdict was announced he has been taking a closer look at the cartoons the syndicates send him, but has not so far rejected any.

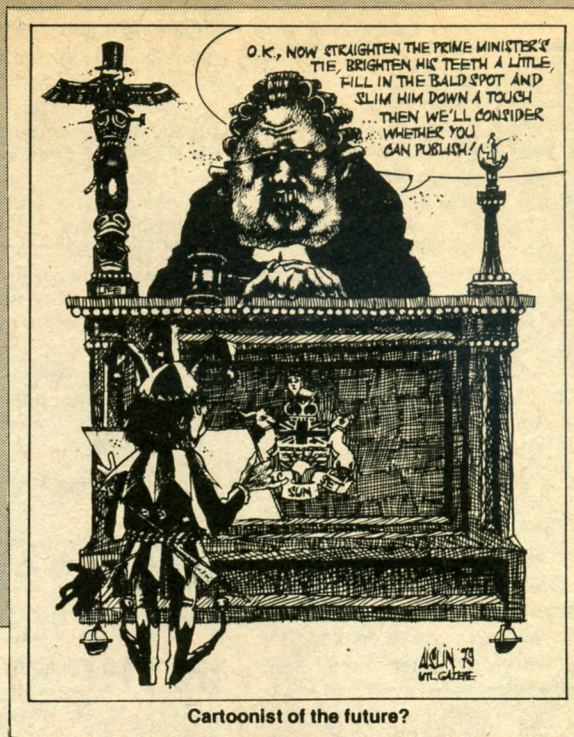
Dan Bucholtz, editor of the *Daily Sentinel* in Kamloops, B.C., was not surprised that Vander Zalm won the libel suit. "Out here, Vander Zalm has been under a lot of attack," an attack which is part of a battle which has raged between media and politicians in British Columbia.

"We'll just keep on making the same decisions and, if we end up in the same boat, we end up in that boat. The libel laws are very vague these days. I haven't been able to figure them out, to be quite honest."

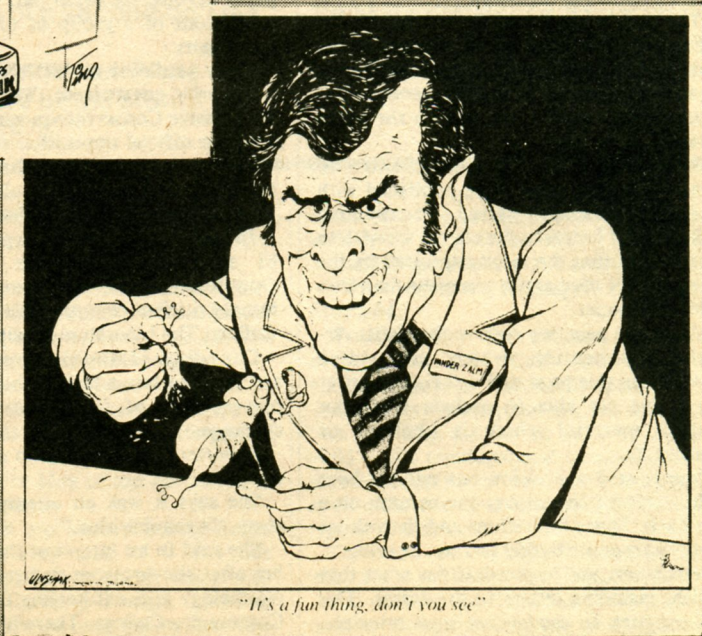
Paul Park is a freelance journalist and *Content's* contributing editor for Ottawa. (30)



In memory of political cartooning in Canada



Cartoonist of the future?



CARTOONISTS REACT TO THE RULING AGAINST BIERMAN — UPPER LEFT; Uluschak in the *Edmonton Journal*, Jan. 18, 1979; UPPER RIGHT: Terry Mosher (Aislin) in the *Montreal Gazette*, Jan. 18, 1979; CENTRE: Merle Tingley (Ting) in *The London Free Press*, Jan. 18, 1979; LOWER RIGHT: Uluschak again, this time in reaction to Vander Zalm's anti-Quebec ditty, in the *Edmonton Journal*, Feb. 2, 1979.

FOR-LETTER SECTION IN BAD TASTE

HALIFAX — *The Chronicle-Herald* and *Mail-Star's* letters-to-the-editor feature, Voice of the People, suffered a severe case of laryngitis from Nov. 29 to Jan 12. On Jan. 13, it recovered to the extent that it is allowed to speak once a week.

The letters to the editor disappeared from the two dailies following the Supreme Court of Canada decision in *Chernesky vs. Armadale Publishers*, publisher of the *Saskatoon Star-Phoenix*. Lawyers for The Halifax Herald Ltd., publisher of Halifax's two dailies, are studying the implications of the court's decision.

From Nov. 29 to Jan. 12, *The Chronicle-Herald* and *Mail-Star* did not comment in their own pages on the absence of The Voice of the People, although reports were carried in *Barometer*, a Halifax weekly, and on a local CBC radio program. When letter publication was resumed, the *Herald* announced to its readers why their voice had been temporarily silenced.

In an interview, Halifax Herald president Fred Mounce referred to that statement, which read:

"Since November 29, we have withheld publication of letters to the editor, while considering the effects of a recent decision of the Supreme Court of Canada dealing with the responsibility of newspapers for opinions expressed in letters to the editor.

"The decision indicates that in certain circumstances it will not be a defence to an action for libel that a letter to the editor is fair comment on a matter of public interest unless the newspaper itself subscribes to the views expressed in the letter.

"It would defeat the purpose of letters to the editor if only those were published with which the newspaper agreed. In resuming publication of letters to the editor, we wish to make it clear that the views expressed by the writers do not necessarily represent the views of this newspaper.

"As in the past, we reserve the rights respecting publication which are stated elsewhere on this page and will endeavour as well as we are able to exclude from our columns material which is libellous or offensive."

Mounce said a decision has not yet been made to return to running the column on a daily basis. Space limitations and the volume of letters are contributing factors, he said.

Newspapers are responsible for what they publish, including letters to the editor. This has long been an established legal principle. While one may be driven quietly insane trying to define an "honest belief" and to discover the letter writer has expressed his or her honest belief, it may be argued that *Chernesky vs. Armadale* is not as earth-shaking as some fear.

The British Columbia Supreme Court in February, 1978, found a newspaper and the author of a letter to the editor jointly and severally liable for \$7000 in damages in a libel action; that is, both are responsible for payment. The court declared: "Where corrupt or dishonorable motives are imputed, the defence of fair comment on a matter of public interest fails when the imputation is not one which a fair-minded person could reasonably draw from the facts." But it would appear this particular case made few headlines, although just as pertinent to "the responsibility of newspapers for opinions expressed in letters to the editor."

Which just goes to show that cause for panic is in the eye of the beholder.—Peggy Amirault.

Peggy Amirault is a Halifax freelance journalist.

SASK. PAPER FINDS NEWS IN THE STARS

REGINA — The publishing of poll results during election campaigns has long been a matter of controversy. In some jurisdictions, they have been banned in the belief that they may influence, and not merely report, public political preferences.

During the recent Saskatchewan provincial election campaign, the Regina *Leader-Post* may have added a new dimension to the controversy.

The day before the Oct. 18 vote, the newspaper devoted the better part of a page to the predictions of a group of unnamed Regina astrologers.

They predicted an NDP victory, but with a minority government. They predicted the Progressive Conservatives would make gains and win official opposition status, but there would be "severe internal dissension" within the party. The Liberals would be reduced in seats, but would hold the balance of power.

In fact, the NDP swept to power with 44 of 61 seats. The PCs won 17 seats and Opposition status, but there was some internal criticism over the role of leader Dick Colver. The Liberals were wiped out.

City editor Al Rosseker describes the story as "more or less a lark" which was done to relieve some of the boredom of election coverage.

Reporter Denise Ball, who wrote the story, disagrees.

She says it was an attempt at a serious story, "a genuine idea."

She said in an interview the idea came to her after she wrote an earlier story on parapsychology and self-healing from the Plains Community College. There had been classes offered by some astrologers in previous years and, although none existed this year, she heard they met each week privately to read charts.

"I also heard they had decided to read the charts of the (political) leaders and the parties

to try to predict the election outcome," she said.

Ball asked if *The Leader-Post* could sit in on the session and the astrologers agreed, as long as they could remain anonymous.

She said they were people from various professions in the city.

After sitting in on the session at which they drew profiles of the leaders and their chances, Ball said she was convinced they were not quacks.

She wrote the story and feels it was a legitimate election coverage piece.

The Leader-Post apparently felt running such a story on election eve would not influence the outcome and, after the election, the newspaper made no attempt to point out that the predictions were wrong or to explain why they were run. Of course, neither do other media which publish polls.

Will the new-found predicting technique surface again?

"We may have some use for this again when the federal election comes," says Ball.

— Barry Wilson.

Barry Wilson is a reporter for The Western Producer and Content's contributing editor for Saskatchewan.

PRESS FREEDOM OVERSHADOWED AT BP-3 TRIAL

TORONTO — The issues of homosexuality and of adult-child sex overshadowed the issue of freedom of the press at the Toronto trial of the gay news magazine, *Body Politic*, in January.

Three journalists, all directors of Pink Triangle Press, were on trial for sending the Dec. '77/Jan. '78 issue of *Body Politic* through the mails. They had been charged under the seldom-used section 164 of the Canadian Criminal Code, which prohibits mailing "indecent, immoral or scurrilous" material. The charge was laid after a raid on the *Body Politic* newsroom, in which Metro Toronto Police carted away cartons of documents, records and files, and even the publication's cheque book and mailing list.

The three accused were Gerald Hannon, 34, author of the article in question, "Men Loving Boys Loving Men;" Edward Jackson, 33, co-ordinator of the magazine's arts and review section, and Ken Popert, 31, Pink Triangle's president. (Popert, who is also editor of *Content*, was on leave of absence from *Content* during the trial.)

Testimony in the trial centred around the article's alleged case studies of three men who were described as having emotional and sometimes sexual relations with boys aged seven to 14, who were their friends or students.

But only in defence lawyer Clayton Ruby's argument before Judge Sydney Harris in Provincial Court Jan. 16 was the issue of press freedom discussed more than the issue of adult-child sex. Ruby cited the protection

CP Sports Picture of the Month



Photographer: Doug Ball.
Outlet: *The Canadian Press*,
Quebec City Bureau.

Situation: Ball has been trying for two seasons to get a shot of Gordie Howe indulging in his favorite play and finally succeeded in catching the elbow in action against the

Nordiques' Curt Brakenbury
Dec. 17.

Technical Data: Motor-driven
Nikon with 180-mm lens at f4
and 1/500th of a second on Tri-X
film.

Award: *The Canadian Press*
Sports Picture of the Month,
December, 1978.

Congratulations: This space is
contributed regularly in
recognition of excellence in
photo-journalism by the Cana-
dian Life Insurance Association,
representing the life insurance
companies of Canada.

of freedom of the press by the Canadian Bill of Rights, and argued that the article would be tolerated by community standards in Canada.

"We may tolerate what we don't generally accept; acceptance indicates approval," he argued.

Ruby cited the obscenity trial of publisher Macmillan Co. of Canada for distributing the book, *Show Me*, which had photographs of nude adults and children in various poses. Macmillan won that case.

Finishing his defence, Ruby even claimed the right to advocate illegal acts. He said he had advocated the use of marijuana in petitions to Ottawa, and said some doctors had advocated euthanasia, or mercy killing, which is also illegal.

For the prosecution, Crown Attorney Jerome Wiley argued that the article advocated sex between adults and children, and were therefore "indecent, immoral or scurrilous."

"The article and the preamble are written

in such a way as to constitute approval, if not quite endorsement, of these activities (of adult-child sex). . .

"This article amounts to a tacit endorsement of pedophilia. Granted, in some places it's rather subtle in tone, but in my opinion it's calculatedly done so," Wiley argued.

During the testimony, from Jan. 2 to 8, two prominent journalists gave evidence on opposite sides, as did numerous clergymen and psychiatrists.

Columnist Claire Hoy of the *Toronto Sun* opposed the article.

"In my view, it was out and out advocacy of pedophilia," Hoy said. ". . . It's not straight reporting; he's editorializing all the way through it. Certainly straight reporting does not end with the conclusion that this does — that these men (who allegedly had sex with boys) should be praised, admired and supported."

Under cross-examination, Hoy admitted once using words like "fag" in his column and writing that he didn't want "a

homosexual or an armed robber" working with him, as well as writing that homosexuality "is unnatural and is sick.

"I use very strong language in my column," Hoy said.

Testifying for the defence, writer and broadcaster June Callwood called the article's approach "editorially sound."

Under cross-examination, she said it was "an appalling act for an adult to seduce a child — it's unethical and immoral, but this article attempts to present that (other) side of adult-child sex, and it's good to have that type of discussion."

Callwood said she hoped *Chatelaine* would write about the issue of adult-child sex.

But whether any Canadian publication will dare to write anything but a straight news story about adult-child sex depends on the verdict of the trial, expected on Feb. 14 — St. Valentine's Day. — Carl Stieren.

Carl Stieren is a Toronto freelance reporter and photographer. (30)

Letters

OBLIGATION IS A PAIN

Last month we published a letter from Jim Lotz in Halifax which criticized Val Ross' "Obligation is a pain" (Content, November, 1978). Ross has submitted the following rejoinder.

Ross replies:

Thanks for your thoughtful response to my November Content article on journalists and the sense of obligation. I would like to protest, however, that, because of either my imprecise writing or your imprecise reading, you criticize me for things I didn't intend to do.

The use of psychologist Abraham Maslow, for example. Maslow's theories weren't cited as "universal truths" to justify personal actions — but simply to offer one theory to explain the complex question of what obligates us and why. I used him to structure my thinking that we are motivated by external pressures and internal emotional and spiritual "needs" — Maslow's term — and that these latter could include such un-middle class, non-individualistic values as loyalty to ideology, clan or tribal gods. The point of quoting Maslow was only to distinguish between these types of obligation.

You also misunderstood my call for statements of policy in the profession. What I meant by such statements was explanations of context which give readers the chance to judge the biases in what they read (e.g., "The author of this article was a guest of the South African government" or "Consumer Reports magazine does not accept paid advertising").

As for your comments on the imminent crisis of the profession — the spurious use of scientists to buttress cases, the insults and inaccuracies that abound — the rest of us can only share your concern.

Editor

From a magazine like Content I would have expected a bit more thorough treatment of the questioning of freebies than is contained in Val Ross's article "Obligation is a pain."

I mean to say, I am used to resenting the Toronto Media Mafia (after only a year and a half in Calgary, as a former Torontonian.)

So I have become used to that brand of Toronto parochialism that pervades so many "national" publications (although not, usually, Content).

Ross's article is guilty of that brand of parochialism — mentioning only The Globe and Mail — but that is not my main objection to the piece.

Her retrospective musings are just that...a little bit of research was in order — for instance, to check with newspapers and other media across the country to see what kind of policy they have on freebies.

The issue is hardly new; what would have been interesting was to see where the various media now stand on it.

The Calgary Herald, by the way, just came

out with a rather detailed anti-freebie policy. I'd like to know who else has one.

But Val Ross, apparently, didn't see fit to look into it and instead wrote a superficial piece. I mean, I'm really glad she won't accept freebies anymore.

Ann Silversides, reporter,
The Calgary Herald.

Ross replies:

Ann, you know — or should know — that "a magazine like Content" hasn't got the budget to call The Calgary Herald and X other national papers to get their policies on freebies. Besides, papers' and publications' policies weren't my concern; Content has dealt with these matters in the past. I was asked to produce a piece which would analyse the psychology of "obligation" — what it is that makes freebies a potent threat to a journalist's objectivity. At that task I may well have failed and will happily accept your criticism for it. But your accusation of "Toronto media mafia parochialism," coming from a former school ground playmate (from Toronto), seems to smack of the enthusiasm of the newly converted — Westerner, in this case.

P.S. best wishes for success in your new work and home.

And the editor replies:

We're gratified to find that our efforts to avoid Toronto parochialism have not gone unnoticed. But it's hard work and we get little help from those who complain the most. It is noteworthy that, although Content has played a significant role in making freebies an issue, The Calgary Herald has not seen fit to alert us to its new freebie policy.

NO NIT UNPICKED IN ROTOS EXCHANGE

I read with interest the thoroughly researched article on the future of the rotogravure magazines by Werner Bartsch, in the January issue of Content. Unfortunately, there are a few errors in the story which could leave your readers with a false impression.

Most important, the figures which Mr. Bartsch uses for the total advertising pages sold in the rotogravure magazines from January to September, 1978, are in fact only the September totals. If The Canadian had only sold 29.4 pages of ads during the first nine months of 1978, we would certainly be in dire straits.

In fact, Advertising Age reported that total number of advertising pages carried by The Canadian during the nine-month period in 1978 was 295.6. The 1977 total for the same period was 376.0, a decline of 21.4 per cent. This may explain my puzzlement with Mr. Bartsch's contention that The Canadian was down 30 per cent in advertising lineage from

the previous year.

For the record, Advertising Age showed Weekend Magazine with 210.4 advertising pages during the same period, compared to 252.2 the previous year. Perspectives recorded 298.6 pages, compared to 397.9. As a group, the rotogravure magazines carried 804.6 advertising pages in the January-September period.

A couple of other points. MagnaMedia does not manage The Canadian and Weekend, and is not an advertising agency. It is an independent company, wholly owned by the two magazines, which acts as the marketing agent for them.

Regarding the dropping of The Canadian by the Regina Leader-Post last year, the article failed to note that The Canadian continued to distribute in that city through controlled circulation. The fact that residents of Regina continued to receive the magazine on a regular basis may have contributed significantly to the lack of public outcry over the Leader-Post's decision to drop it.

I hope this will help to set the record straight.

Gordon Pape, Publisher
The Canadian,
Toronto, Ont.

Bartsch replies:

Gordon Pape is quite accurate in pointing out that figures identified as January-to-September totals are in fact only the September totals. I inadvertently confused two columns of figures in my notes. The totals should have read: Weekend, 252.2 pages of ads in 1977 and 210.4 in 1978; The Canadian, 376 pages of ads in 1977 and 295.6 in 1978; Perspectives, 397.9 in 1977 and 298.6 in 1978. This, however, does not explain Mr. Pape's puzzlement over my contention that The Canadian was down "about 30 per cent" in advertising lineage from the previous year (when interviewing him on the phone I had "guesstimated" it at about 25 to 30 per cent). At that time I had quoted him the correct totals and he insisted the figure couldn't be "anywhere near that much."

He's right, too, that the article should have noted that The Canadian is still distributed in Regina, on a controlled-circulation basis and does in fact claim a circulation of 46,000 in that city.

But I think he's quibbling when he says the article implies MagnaMedia "manages" The Canadian and Weekend. The reference, on page eight of Content, is quite obviously only to advertising. It's made clear, in a paragraph just before that reference, who the owners of The Canadian are. Other parts of the article state unequivocally that The Canadian is managed financially by Gordon Pape and editorially by Ann Rhodes. The difference between an advertising agency and a marketing agent is, I think, so minor that it's irrelevant. Besides, MagnaMedia is described on the masthead of The Canadian as its

“advertising representative.” Finally, how can it be an “independent company” when it’s “wholly owned by the two magazines” and their parent companies?

Pape responds:

The following might be appropriate as my response to Werner Bartsch’s comments regarding my letter:

I don’t want to quibble with a quibble that accuses me of quibbling in the first place, but...

1. Bartsch’s article states in the fourth paragraph: “besides being printed by the same company, they are managed by the same advertising agency, MagnaMedia...”

2. *The Canadian* is not managed financially by me and editorially by Ann Rhodes. As publisher of *The Canadian*, I have the ultimate responsibility for all phases of the magazine’s operation, including its editorial content.

3. An independent company, in the sense I was using the term in my letter, is one which has its own articles of incorporation, its own board of directors, and its own management structure. MagnaMedia qualifies on all three counts.

4. The ad page statistics quoted by Bartsch show *The Canadian* to be off 21.4 per cent from 1977. While this is hardly encouraging, it’s a long way from the 30 per cent figure quoted by Bartsch. In this connection, your readers may be interested to know that *Advertising Age* reports that *The Canadian* carried 42.3 pages of advertising in January, 1979, as compared to 31.9 pages in January 1978 — an increase of 33 per cent. Issues closed to the end of March and advance bookings for the first half of 1979 indicate that this is not a fluke but represents a strong new surge of business for our magazine.

EVEN MORE ON MAILING LIST

What is good for *Content* is good for all writers. Sell your mailing list to all with any legitimate message. If it helps you, it helps all of us.

I have yet to see any good print-out that I didn’t like somewhere. Maybe a funny cartoon; an interesting fact between commas, whatever; it’s all grist for my mill.

Omnia bona bonis!

Carl M. Lewis,
Toronto, Ont.

PRAISE FROM OUR READERS

You asked for readers to comment on *Content*. As long as I’ve been a subscriber (mid-’71) I drop everything and read *Content* as soon as it arrives. That’s what I think of *Content*.

Paul Ogden,
Toronto, Ont.

Your magazine is both useful and interesting. Keep up the fine work!

Keith Spicer,
Vancouver, B.C.

30

CP Feature Picture of the Month



Photographer: Jim Cochrane.

Newspaper: *Edmonton Journal*.

Situation: Cochrane dropped in on his daughter’s baton class, where six-year-old Kathy Holmes stole the show.

Technical Data: Nikon with 85-mm lens at f5.6 and 1/125th of a second.

Award: The *Canadian Press* Feature Picture of the Month, December, 1978.

Congratulations: As a tribute to the art of feature photography journalism, Ford of Canada is pleased to regularly sponsor this space.

Doing a story on Life Insurance, Pensions, RRSPs, Retirement Planning, Investment in Canada, Savings by Canadians?

Where do you get the latest information?

TRY US.

We are the trade association for 127 life insurance companies in Canada.

We gather statistics on all aspects of life insurance and its role in providing financial security for Canadians and investment capital for the country.

We publish all kinds of material that can help you develop background for your stories.

We'll drop whatever we are doing to dig up statistics, figures, opinions, views or quotes you may need.

In English call Bruce Powe or Barrie Hussey, collect at **1-416-364-6295**.

In French call Marcel Theoret, collect at **1-514-845-6173**.

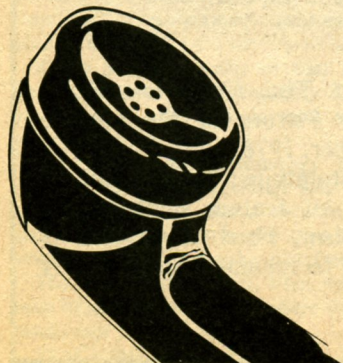
And if you have consumer questions or complaints, call the Life Insurance Information Centre "hotline." It's toll free from anywhere in Canada.

In English: 1-800-268-8663.

In French: 1-800-361-8070. (In British Columbia: dial: 112-800-268-8663).

The Canadian Life Insurance Association

55 University Avenue, Suite 1400
Toronto, Ontario M5J 2K7



OMNIUM (from p. 24)
station.

* * *

Agence France Presse has sent **Michel Galan** to Ottawa, replacing **Jean Lafrance**.

* * *

The *Ottawa Journal* has hired Montreal *Star* and *CBC* veteran **William Fairbairn** as photo editor.

* * *

Peter Herrndorf, a former head of *CBC* English services current affairs, has been appointed assistant general manager of English services. He takes the place vacated by **Denis Harvey** when he left to become editor-in-chief of the *Toronto Star*.

* * *

Shirley Sharzer has left her post as assistant dean of the graduate school of journalism at the University of Western Ontario to become senior assistant managing editor at *The Globe and Mail*.

* * *

Recent changes at *The North Bay Nugget* have seen **Dave McLellan** move from the sports department to the main news desk as a swing editor. Taking McLellan's place in the sports department is **Randy Lucenti**, who moves from the composing room into the editorial department. And **Linda Scaife** has joined the editorial department as an assistant to the news desk.

* * *

Anne Moon has moved from the *Toronto Star's* news desk to become the paper's entertainment editor.

* * *

Donald Hunt, general manager of *The Toronto Sun*, has left to become general manager and chief executive officer of *The Edmonton Sun*. **William Bagshaw**, publisher of the *Edmonton* daily since its birth last spring, has left.

* * *

Cy Elsey, for five years a political commentator with *Oshawa This Week*, has been elected to *Oshawa* city council. He will remain with the weekly to cover non-political events. City hall coverage has been taken on by **John Sturrop**, who arrived last year from the *Oshawa Times*.

* * *

CBLT, *CBC's* Toronto TV station, has launched a weekly half-hour newsmagazine program called *The Kowalski/Loeb Report* and starring news reporter **Henry Kowalski** and feature writer **Naomi Loeb**.

* * *

Montreal's *La Presse* has opened a one-man bureau in Toronto, staffed by reporter **Rhéal Bercier**.

* * *

Three students have won the Margaret Graham award for excellence in journalism studies awarded annually by the Ottawa branch of the Media Club of Canada. The winners are **Yves Rouleau** and **Ian McLeod**, both of Algonquin College, and **Gregory Taylor** of Carleton University.

* * *

Cos de Giusti has been appointed ME of the *Mirror* papers, a suburban Toronto group.

Rob Lamb has joined *The Canadian Champion* (Milton) as a reporter-photographer.

* * *

At *The London Free Press*, three assistant MEs have been appointed: **Tony Bembridge** for features, **Bill Morley** for production and **Jim O'Neil** for news.

* * *

CTV's public affairs program *Live It Up* won a golden plaque as best network television series at the 14th Chicago International Film Festival. The show is hosted by **Alan Edmonds**, **Mary Lou Finlay** and **Jack McGaw**, who also produces it.

* * *

Rogers Cable TV Ltd. has opened its first commercial rebroadcasting channel with repeats of *CityPulse News* and other Canadian programming from Toronto's independent TV station, *CITY*.

The West

Del Sexsmith of *CJOB* is the new president of the Winnipeg Press Club. Also elected were: vice-president of administration **Bob Hainstock** of *The Manitoba Co-operator*, vice-president of activities **Stan Johnson** of the *CBC*, secretary **Thora Cooke** of the University of Winnipeg, treasurer **Ron Graham** of the Great-West Life Assurance Co., and directors including **Darlene Meakin** of the *Tribune*, **Judy Paul**, **Jack Kusch** of the *CBC*, and **Randy Midzain** and **Debbie Sproat** of the *Free Press*.

* * *

The Globe and Mail will open a bureau in Edmonton in March.

* * *

The Financial Post new section, Western Business, is being backed with an impressive array of staff: editor of the section is **John Schreiner**, with headquarters in Vancouver; bureaus in Vancouver and Calgary are headed by **Jim Lyon** and **Richard Osler** respectively; correspondents are **Vince Lunny** in Victoria, **Lois Bridges** in Edmonton, **Barry Wilson** in Saskatoon, and **Susan Hoeschen** in Winnipeg.

* * *

At *Yorkton This Week*, reporter **Susan McIntosh** has been appointed news editor, **Julie Flemming** has joined the staff as a reporter and photographer **Grant Black** has gone to *The Windsor Star* (Ont.).

* * *

The Gull Lake Advance has changed from broadsheet to tabloid.

* * *

Cliff J. Ashfield, for the past six years publisher of the *Esterhazy Times*, has been appointed ME at *The Whitewood Herald*.

* * *

John Wilson has joined the *Whitecourt Star* from the Southern Alberta Institute of Technology as a reporter-photographer.

* * *

The Nanton News marked its 75th anniversary by publishing a special edition which featured accounts of days spent at the newspaper by former owners and employees.

Classified

FIRST 20 WORDS, INCLUDING ADDRESS, FREE up to three consecutive issues. Write or phone until March 5 for guaranteed insertion in April issue, published March 15. Each additional word, 25¢ per insertion. Display heads: 14 pt., \$1 per word; 18 pt., \$1.50 per word. Box number, \$2.50. Try us.

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Publications

INDISPENSIBLE — Monthly update on solar, wind, wood technologies, policies, lifestyles: *Canadian Renewable Energy News*, 12 issues \$7.50 (corporations/institutions \$15), P.O. Box 4869, Station E, Ottawa, Ont. K1S 5B4 87-96

FREE. Well-organized 41-page *Fifth Annual Report of Ontario Press Council*. Pertinent subjects include letters-to-editor policies, sexism. Call (613) 235-3847 or write Ontario Press Council, 151 Slater St., Suite 708, Ottawa, Ont. K1P 5H3. 78-96

FREE. *Press Ethics and Freebies*, a 54-page exploration of the question "Should newspapers or their employees accept free services and gifts?" Published Oct. 1978 by the Ontario Press Council following a public forum on the subject. Write the council at 151 Slater St., Suite 708, Ottawa, Ont. K1P 5H3 or call (613) 235-3847. 79-98

RE TOTAL ECLIPSE of Feb. 26/79: Much information in simple language available in first issue of *Astro-Directory News*. Can be republished with credit. One copy free. Write Gall Publications, 1293 Gerrard St. East, Toronto, Ont. M4L 1Y8 80-94

Otherum

SF/Fantasy-Canada: are you interested? All visual (B&W) or literary submissions to 10 pages considered. Double spaced, RSVP in Canadian. Enclosed self-addressed stamped envelope, deadline Jan 31, 1979. Editors: Chronospore Magazine, 401-2639 Fifth St., Victoria, B.C. V8T 4X6.

Wanted: Documents, reflections, descriptions of groups or work re native rights. To be abstracted and published in Connexions, 121 Avenue Rd, Toronto M5R 2G3. 83-95

ACCESS: A Canadian Committee for the Right to Public Information exists to promote adoption of laws to ensure rights of access to public information at all levels of government and to ensure personal privacy. Individual memberships, including newsletter, \$5. Institutions and companies, \$25. Write Access, Box 855, Station B, Ottawa K1P 5P9. 82-95

John Korobanik replaces Walter Krevenchuk as news editor at the CP bureau in Edmonton. Krevenchuk has been moved to the desk.

B.C.

Burnaby, graveyard to a dozen weeklies, welcomed another optimist in February. *The South Side Times* is being bankrolled by three partners, Dave Butler, Wyng Chow and Brian Delong. Meanwhile, attempts are being made by Bill Lam to revive the *Richmond News*, moribund since November.

Signs of the continuing Pacific Press strike: billboards saying "WE MISS YOU TOO", erected by *The Vancouver Sun*. The demi-tab *Buy and Sell* classifieds-only paper has jumped from 32,000 paid circulation to 60,000... The Vancouver Press Club is nearly empty.

Stuart Keate, the recently retired publisher of *The Vancouver Sun*, has been elected a director of the Inter-American Press Association.

Karl Bruhn has moved from the Medicine Hat *News*, where he was city editor, to become editor of *The Peninsula Times*.

Abbotsford-Sumas-Matsqui *News* editor Brian McCristall was transferred to the ill-fated *Surrey Leader*. Replacing him at the *News* is news editor Mark Rushton.

Magazines

Cityspan, the wraparound section of *The Canadian* which went national in early November, has gone under. The Feb. 10 edition was its last.

The difficult decision to axe the saucy section, described by its editor, Tom Alderman, as "a big kibitz," was made by *The Canadian's* publisher, Gordon Pape, in consultation with editor Ann Rhodes.

The original Cityspan, printed only in editions of *The Canadian* distributed by the *Toronto Star*, failed to catch on with retail advertisers. The decision to try it nationally was "a noble experiment. However, the editorial concept was too fragile to manage the transition from a local to a national product," said Pape. He cited ratings of offbeat restaurants and tips on living in Toronto as story subjects that didn't lend themselves to successful repetition elsewhere.

Cityspan's three staffers have been absorbed into *The Canadian*. Alderman reverts to being a senior editor. Assistant editor Robert Sarnier becomes an associate editor; assistant editor Elizabeth MacLean becomes a copy editor.

At *Maclean's*, freelancer Ernest Hillen has been appointed associate editor and Tom Slate, formerly assistant sports editor and assistant entertainment editor with the *Toronto Star*, has been named associate national

editor.

Miscellaneous

Walter Cronkite, CBS Evening News anchor, has purchased a 10-per-cent interest in the Camden, Me. *Herald*, a weekly newspaper.

The Bernard-Joseph Cabanes prize for distinguished news agency work has been awarded to Hazen A. Foda of the *Middle East News Agency* for an article describing the circumstances in which Youssef Sebail, editor-in-chief of *Al Ahram*, was assassinated early last year.

The prize was founded in memory of the former editor-in-chief of *Agence France Presse* who was killed in his home in 1975 by a bomb.

Newsweek magazine failed in its appeal against a British High Court judgement allowing the BBC to use "Newsweek" as a program title.

At year's end, the German Federal Republic's Supreme Court upheld a law under which journalists are entitled not to reveal the identity of their sources. The court ruled that a lower court was correct in refusing to fine a journalist who would not reveal the whereabouts of a terrorist he had interviewed.

Obituaries

Rev. A.C. Forrest, 62, editor of the *United Church Observer*, died Dec. 28, apparently of a heart attack.

A. Clem Russell, 69, a former reporter with *The Vancouver Sun*, died Jan. 4. Russell joined the paper in 1927 and worked in both its Nanaimo and Westminster bureaus before retiring in 1974.

John Hopkins, 51, for fifteen years a columnist with *The Calgary Herald*, died Dec. 25 in Calgary.

Charles Bowman, 95, editorial writer with the *Ottawa Citizen* for 33 years, died Jan. 3 in Nanaimo. As editor of *The Citizen*, his attacks on the federal government helped force the creation of a national pension plan, cross-Canada air service and the Bank of Canada.

Erratum

Last month, we reported that *Howie Collins*, with CP in Ottawa, was leaving for the *Halifax Chronicle-Herald*. In fact, he is going to the PR department of Eldorado Mining.

Also last month, two typos combined to make the following item incomprehensible:

At the Kingston *Whig-Standard*, Neil Reynolds has become editor-in-chief, succeeding Warren Stanton. Harvey Schachter and Norris MacDonald, both from the *Toronto Star*, are the *Whig-Standard's* new city editor and news editor, respectively.

Omnium-Gatherum

Atlantic

Eastern Broadcasters Ltd., which owns CIGO radio in Port Hawkesbury, N.S., will acquire an 80-percent interest in *CHER* radio in Sydney, if the CRTC approves the deal.

The newsstand price of the Moncton *Times* and *Transcript* has been increased from 15¢ to 20¢.

Macleon-Hunter has purchased a 90-percent interest in Maritime Broadcasting, owner of *CHNS-AM* AND *CHFX-FM* in Halifax.

Mitchell Franklin, publisher of *The Kings County Record* (Sussex, N.B.), has received a national human relations award from the Canadian Council of Christians and Jews.

The Carbonear *Compass* (Nfld), is bucking the trend and has changed from tabloid format to broadsheet.

Quebec

The *Montreal Record* has ceased publication after 13 issues.

Lise Usereau, formerly in promotion with CFCF in Montreal, has been appointed director of public relations for Hotel Loews LaCité in Montreal and Loews Le Concorde in Quebec City.

Jean Pouliot, former president of Tele-Capital Ltd., has agreed to purchase a controlling interest in Multiple Access Ltd. from the Bronfman family. Multiple Access owns CFCF-TV in Montreal.

The Quebec Press Council has upheld complaints against *La Presse* and the weekly *Dimanche-Matin* for using material from other newspapers without credit. *La Presse* published a map of an auto race track which had originally appeared in *Montréal-Matin*. And *Dimanche-Matin* translated and published without credit two stories from *The Montreal Star*.

The Quebec Press Council has rejected a proposal by the Trois Rivières branch of the St. Jean Baptiste Society that journalists be licenced.

Robert McConnell, Montreal *Gazette* general manager, has been appointed assistant publisher of the daily. He will retain the post of general manager.

The space left by the death of *Montréal-Matin* has been filled by *Métro Matin*. The new daily appeared Jan. 15 and is actually the continuation of *Montréal PM*, an afternoon paper which ceased publication Dec. 22 after only two months on the stands.

Richard O'Hagan, for three years the prime minister's senior press officer, has been appointed a vice-president of the Bank of Montreal.

Ontario

Keith Branscombe, art director of the *Toronto Star*, has been appointed design editor for FP Publications Ltd.

Kevin Scanlon, formerly rewrite man and general reporter for *The Toronto Sun*, has joined the *Toronto Star*.

Clem Kealey has left the *Ottawa Journal* for *The Toronto Sun*, where he will join Bill Lever, from the *Sun* wire desk, to cover the baseball beat.

Frederick Langan, CBC's Toronto-based financial correspondent for the last two years, has been awarded one of five Carnegie-Mellon professional fellowships in business and economics for reporters and editors. He will attend the Carnegie-Mellon University Graduate School of Industrial Administration in Pittsburgh, Pennsylvania.

The Owen Sound *Sun Times* marked its 125th anniversary Dec. 2. The Southam daily has a circulation of 20,000, almost equal to the population of Owen Sound.

The CRTC has granted a licence to president Dan Ianuzzi and Multilingual Television (Toronto) Ltd. to operate a multilingual station in Toronto. Ianuzzi expects to be on the air within a year in 24 languages.

Copy editor Pat McCormack has left *The Toronto Sun* to go to the *Montreal Gazette*. Also leaving the *Sun* is feature writer Paul Mann, who joins the exodus from the *Sun's* offices to Australia. Meanwhile, many happy returns to Joe Fisher, who, after one week as a general reporter at the *Star*, has come back to the *Sun* as a feature writer. It's the third time Fisher has returned to the tabloid.

Jim Merriam, ME of Kitchener's new Sunday paper, *Newsday*, has resigned to protest planned 50 per cent reduction in editorial staff.

The *New China News Agency* plans to apply for membership in the parliamentary press gallery. The Chinese had previously made their application conditional upon the expulsion of the representative of Taiwan's *Central News Agency*, but now has dropped that condition.

Bob Diotte, of Public Works Canada, has been elected president of the Canadian Public Relations Society. Also elected were vice-president Bill Kincaid of Skyline Cablevision, secretary John Bowles of John Doherty Ltd.,

and treasurer Robert Bagniet of Berger and Associates.

John Warren, CBC national TV reporter, has been acclaimed president of the parliamentary press gallery. Also elected were vice-president Luc Lavold of TVA; secretary Christine Hearn of BCTV; treasurer John McHugh of *The London Free Press* and directors Francois Perreault of *Radio-Canada*, Mike McCourt of CTV, Jim Robb of the *Ottawa Journal*, Jim Munson of *Standard Broadcast News* and Doug Small of CP.

Bodine Williams, the interviewer-host of *Insight*, a part of *Global Television's* nightly news broadcast, has quit after learning that changes in the format of the news program would require her to return to reporting.

Gayle Morris, formerly with CJOH-TV (Ottawa), has been hired as parliamentary reporter for CFCF-TV (Montreal).

The final nomination received for the 1978 Newspaper Story That Looks Like An Advertisement Award was from the front of the *Toronto Star's* "New in Homes" section of Dec. 30:

NEW IN HOMES
Lambton Square
Cadillac Fairview project
ringed by river, parks
and golf courses

440-house project near
Whitby's Pigeon Creek
is surrounded by parks
and green space/C2

Indoor gardening writer
H. Fred Dale says many
showy Christmas gift
plants make difficult
if not impossible
houseplants/C2

House of the week
This contemporary plan
has three bedrooms
and country kitchen
for casual living/C4

Reader exchange system
Chabaine, Gagnon
of Oakville, has solved
the problem of sliding
rocking chair/C4

A good '79 predicted for house-builders

Robert McConnell

Changes at UPC: Ottawa reporter Robert McConachie has been appointed Toronto bureau manager and took colleague Hugo Fay with him. Jack Redden has been named as Ottawa bureau manager. New staffers are Sheila Brady and Richard Doyon.

CKOY (Ottawa) has hired Elizabeth Gray to host its open line show, so former hotliner Bill Roberts has moved to the local CKO (See OMNIUM, P. 22)